

FIVE STARHOTELS® JOIN PREFERRED HOTELS® & RESORTS **Preferred Hotel Group's Ultimate Luxury Collection**

Florence, May 1st, 2010 - Starhotels® is pleased to announce that five of their luxury properties in both Europe and the United States are now members of Preferred Hotels® & Resorts, the ultimate luxury collection featuring more than 220 of the world's most desirable destinations. The brand conveys the highest standards of hospitality and service as it celebrates the individuality of its members.

From The Rosa Grand in Milan

http://www.starhotels.com/hotel/rosa_milano/starhotels_rosa.php?idalb=9&lin=2

to the Savoia Excelsior Palace in Trieste

http://www.starhotels.com/hotel/savoia_excelsior_triESTE/starhotels_savoia_excelsior.php?idalb=17&lin=2

and the Splendid Venice in Venice

http://www.starhotels.com/hotel/splendid_venice_venezia/starhotels_splendid_venice.php?idalb=18&lin=2

three of Starhotels luxury join the Castille Paris in Paris

http://www.starhotels.com/hotel/castille_parigi/starhotels_castille.php?idalb=20&lin=2

and The Michelangelo in New York

http://www.starhotels.com/hotel/the_michelangelo_new_york/starhotels_the_michelangelo.php?idalb=19&lin=2

as members of Preferred Hotels & Resorts, Preferred Hotel Group's luxury brand. Located in the world's most romantic and vibrant cities, this collection of luxury properties are architectural icons, boasting exceptional interior design, state-of-the-art technology and of course, impeccable Italian-Style+service. With a total of 22 hotels in Italy (20), Paris and New York City, Starhotels has been providing guests with unique, and premier stays since 1980.

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This affiliation gives us the opportunity to position our five most prestigious hotels as exclusive, unique paragons of Italian style and hospitality, said Vice President and CEO of Starhotels **Elisabetta Fabri**. The guarantee offered by

these two brands: Starhotels and Preferred Hotels & Resort is an assurance of quality and commitment.

All Preferred Hotels & Resorts embrace the brand's award-winning Standards of Excellence, an extensive quality assurance program that has been honored with the Best Practices Champion Award by Cornell University. For more than 40 years, the brand's legendary commitment to quality has ensured an unparalleled guest experience, from the very best amenities to superb service.

Additionally, all Preferred Hotels & Resorts guests are eligible to enroll in the Preferred Guest Benefit Program, with benefits including complimentary Internet access, priority early check-in/late check-out, space-available upgrades, and additional rewards for Members making their bookings online such as complimentary airport transportation, dining credits or discounted spa treatments. For reservations and a complete description of the Preferred Hotels & Resorts collection, visit www.preferredhotels.com or www.preferredhotelgroup.com. For more information on Starhotels, visit www.starhotels.com

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For high resolution imagery of our properties, please visit the Preferred Hotel & Resorts Image Library at www.preferredhotelgroupimages.com

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