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HBA/Hirsch Bedner Associates Wins “Best Hotel” Award at Travel + Leisure Magazine’s 2008 Design Awards

Ritz-Carlton Beijing, Financial Street Takes Top Prize

SANTA MONICA, CALIF. (March 5, 2008) — HBA/Hirsch Bedner Associates, the world’s leading hospitality design firm, has been named recipient of the prestigious Travel + Leisure 2008 Design Award for “Best Hotel” for its interior design of the Ritz-Carlton Beijing, Financial Street Hotel.

The company was recognized for its standout hospitality design in a gala awards ceremony held recently by the magazine at the Frank Gehry-designed IAC Building in New York. Among the most sought-after honors in the travel industry, the Travel + Leisure Design Awards recognize the year’s best design innovations in 15 different categories ranging from hotels to transportation and fashion.

Selected by a panel of judges from the upper echelons of the design world, including architects, museum directors, and industrial and fashion designers, the awards highlight the significance of design in the traveler’s world and its impact on the travel experience. This year was the publication’s fourth annual competition.

A listing of all of Travel + Leisure’s 2008 Design Award winners is included in the magazine’s March issue.

In announcing Hirsch Bedner’s award, Luke Barr, news director for Travel + Leisure, said, “Travel + Leisure is proud to present the T+L 2008 Design Award for ‘Best Hotel’ to Hirsch Bedner Associates for the Ritz-Carlton Beijing, Financial Street. Each year, these awards represent the best of the best, and the

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Ritz-Carlton Beijing, Financial Street showcases this in every aspect of the hotel's design and elegance."

The magazine went on to say, "An emblem of the new China, the Ritz-Carlton Beijing, Financial Street mixes all the required elements of luxury hotel design with a sophisticated, neoclassical Chinese aesthetic. This is not East-meets-West pastiche, but rather a thoroughgoing and thoughtful synthesis. From the elegant lobby with its beautiful carved wooden screens, sculptures, and artwork to the richly appointed rooms, every detail is perfect—refined, low-key, and discreet."

"We are extremely honored to be the recipient of the Travel + Leisure 2008 Design Award," said Michael Bedner, chairman and chief executive officer of HBA/Hirsch Bedner Associates. "The Ritz-Carlton Beijing, Financial Street is a hotel that we are especially proud of. It seamlessly blends sophistication and modern design while retaining China's centuries-old elegant charm," he added.

Designed for both business and leisure travelers, The Ritz-Carlton Beijing, Financial Street is located in the western part of the city within close proximity of many multinational companies and financial institutions on China's "Wall Street." The opening comes just a few months before the 2008 Beijing Olympics and is expected to draw large numbers of tourists from around the world.

From its sparkling, modern glass and chrome exterior, the hotel opens to a large, spacious lobby that exudes both elegance and gracious hospitality. It offers 253 exceptionally appointed guest rooms and suites, including a presidential suite featuring walls that are adorned with carved paneling stained in mahogany, rich wood floors and exquisite Persian area rugs.

All guest rooms feature 37-inch flat screen LCD televisions, marble bathrooms, also containing LCD TVs, and electronic touch panels for controlling lighting, air conditioning and curtains. Each room also has Internet access. The hotel features three restaurants serving Chinese, Italian and all-day dining menus, and a health club with fitness center, heated indoor lap pool with Jacuzzi beds, and steam and sauna rooms.

HBA has a 30-year track record of designing luxury hotel properties across China and, to date, has designed more than 115 leading projects in China. Already completed or due for completion ahead of the Olympic games in August are: the China World Trade Centre, the JW Marriot Hotel Beijing, the Four Seasons Hotel Beijing and the Renaissance Beijing Hotel.

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Additionally, HBA/Hirsch Bedner Associates has several Asian projects lined up for completion ahead of the 2010 World Expo in Shanghai, including the landmark restoration of the legendary Peace Hotel in that city. The company, which boasts a large portfolio of projects throughout the Asian market, has eight offices in the Pacific Rim: Tokyo, Los Angeles, Shanghai, San Francisco, Hong Kong, Singapore, Melbourne, and Brisbane.

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About HBA/Hirsch Bedner Associates

As a global leader in hospitality interior design, HBA/Hirsch Bedner Associates is credited with revolutionizing the design industry. Since it was founded in 1964, the company has continually set design trends, pushing boundaries and injecting fresh ideas in to some of the world's most prestigious and well-known addresses.

HBA/Hirsch Bedner Associates has successfully completed over 900 projects in 80 countries worldwide. More than 70 percent of its current project list is located in Pacific Rim countries, including many hotels with the world's premier brands such as Mandarin Oriental, Shangri-La, Ritz-Carlton, Four Seasons and others.

HBA/Hirsch Bedner Associates prides itself on its unrivalled knowledge of the cultural, financial, geographical and programmatic requirements involved in design projects, and applies that

knowledge to all of its projects, ranging from world-class hotels and resorts to individual boutique hotels, spas, casinos, cruise ships and private residences.

HBA employs more than 450 design professionals in 12 offices worldwide: Los Angeles, Atlanta, San Francisco, London, Hong Kong, Shanghai, Tokyo, Singapore, Brisbane, Melbourne, New Delhi and Dubai. HBA attributes its achievements to its fundamental values of research and sensitivity to the needs of its markets.

For more information about HBA/Hirsch Bedner Associates, please visit the company's website at www.hbadesign.com.