

## IHG Announces Hotel Indigo Expansion Into Mexico

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Eleventh property to open in Mérida

IHG (InterContinental Hotels Group) announced that the Hotel Indigo brand is expanding its North American distribution footprint into Mexico. The first property opened in a historic 100-year old hacienda in Mérida, marking the 11th hotel opening for the Hotel Indigo brand. A second hotel will open in Mexico City in 2009.

The 50-room Hotel Indigo Mérida Hacienda Misné is located just a short drive from the historical cathedral and museums of downtown Mérida. Also within driving distance are Celestun, home to the largest flock of flamingos in North America, and the Chichen Itza, one of the New Seven Wonders of the World.

'As the capital city of the state of Yucatán and the cultural and financial center of the Yucatán Peninsula, Mérida is an ideal location for our first property in Mexico,' said Jim Anhut, senior vice president, brand management, Hotel Indigo. 'The adaptive reuse of this 100-year-old hacienda emphasizes the flexibility of the branded boutique concept and wide range of possibilities this brand offers developers. We're proud to launch Hotel Indigo in Mexico and believe this opening to be a fantastic way to end a banner year for our rapidly growing brand.'

Hotel Indigo Merida is the embodiment of the brand's Interpret Indigo(TM) concept, which emphasizes creative design interpretation of the Hotel Indigo brand concept to suit a property's local market. The hotel's front desk and The Golden Bean restaurant are housed in a 100-year old hacienda restored to maintain the building's original character, bringing a uniquely international flair to brand experience. All guestrooms at the Hotel Indigo are individual villas facing a central garden, with ceiling fans, artistic tile floors and artwork inspired by flowers native to the region. The hotel features 10 suites, including a King Executive Suite with two hammocks, a separate living area with two nature-inspired wooden and leather rocking chairs, and a working desk with ergonomic chair. King Suites located under a canopy of lush trees feature a separate in-room living area, private balcony and patio, and antique armoires purchased and restored specifically for the hotel.

The Hotel Indigo Mérida Hacienda Misné is owned by Gerardo José Millet Palomeque and managed by Clara Paulina Mendoza, under a license agreement with a company in the InterContinental Hotels Group.

'We are pleased with the way the Hotel Indigo brand allows us to reflect the local history and culture of the region into our hotel,' said Clara Paulina Mendoza, general manager. 'We're excited to introduce our guests to Hotel Indigo and we know they'll enjoy this distinctive urban oasis that we've created.'

Boutique hotels, known for their intimate, luxurious environments in addition to personalized accommodations and services, have gained increasing popularity throughout North America. Hotel Indigo is known as the industry's first branded boutique hotel, artfully combining the conveniences and consistencies of a brand hotel with the design cache and service personality of a boutique at an affordable price. The soul of the brand's retail-inspired concept is renewal - thoughtful changes that are made throughout the year to keep the hotel fresh, similar to the way retailers change their window displays. The renewal concept provides even the most frequent guest a unique experience with every stay. The hotel features renewable elements such as vivid music, nature-inspired murals, area rugs, plush duvets and slip covers that will change periodically. Public spaces will be transformed seasonally through changing artwork, music, flora and murals.

The new hotel features signature design elements including oversized lobby chairs, which create a personal work or dining space within the public areas of the hotel, cozy, airy and inviting guestrooms with plush bedding and glass spa-inspired showers, and a Phitness studio with cardio equipment and free weights. The hotel also offers The Golden Bean, an on-site casual gourmet restaurant, featuring Yucatán regional dishes, a 24-hour business center, wireless Internet access throughout the hotel, and meeting space for business functions or special events.

The Hotel Indigo brand is quickly expanding throughout North America, with 11 locations open and more than 60 under development, either in the pipeline or in final negotiation. The first Hotel Indigo opened in Atlanta in October 2004, followed by Hotel Indigo Chicago Gold Coast, Chicago Schaumburg North, Houston at the Galleria, Hotel Indigo Dallas, Ottawa Downtown City Centre, Canada, Hotel Indigo Scottsdale, Ariz., Hotel Indigo Sarasota, Fla, Hotel Indigo Buffalo-Amherst, N.Y., Hotel Indigo Nashville West End, and Hotel Indigo Mérida Hacienda Misné, Mexico. Future sites of Hotel Indigo hotels include Baltimore, Md., Boston, Mass., San Antonio, Texas, Las Vegas, Nev., New York, N.Y., St. Louis, Mo., and Knoxville, Tenn.

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