

**PACIFIC EDGE HOTEL ON LAGUNA BEACH LAUNCHES THE “EDGE CARD:” FREE PERK
OFFERS GUESTS DISCOUNTS AT RESORT TOWN’S RESTAURANTS AND BOUTIQUES**

Laguna Beach, CA (February 4, 2009) – Pacific Edge Hotel on Laguna Beach introduces the “Edge Card,” a new complimentary perk that gives an edge to guests wanting to enjoy the famed Laguna Beach lifestyle without breaking their vacation budget. The Edge Card, one of several new amenities recently added at the oceanfront hotel, provides savings of 10% to 20% at participating restaurants and boutiques in Southern California’s premier seaside destination.

“We know it’s more than just great room rates that make a vacation enjoyable and memorable, it’s the entire experience. The Edge Card was created to give our guests even more opportunities to enjoy Laguna Beach’s fantastic restaurants, shops and cultural offerings,” said Pacific Edge Hotel General Manager Erik Dahlerbruch.

To give the “edge” to hotel guests, Pacific Edge Hotel has partnered with eight of Laguna Beach’s most popular restaurants. The participating restaurants will take 10% off guests’ total bills once they flash their Pacific Edge key card. Among the eateries featured are Café Zoolu, a local favorite that is one of the O.C.’s best-kept secret dining destinations; Eva’s Caribbean Kitchen, which serves the best Caribbean offering on the West Coast with authentic recipes passed from generation to generation to owner and chef Eva Madray; and The Beach House, a charming oceanfront restaurant in the former home of Old Hollywood star Slim Summerville. All the restaurants are conveniently located near the hotel in downtown Laguna Beach.

Pacific Edge guests will also enjoy discounts at select Laguna Beach shops, many of which are one-of-a-kind boutiques. Among them are La Rue du Chocolat, which is offering 20% off handmade chocolates and truffles. Other participating stores include Main Beach Toys & Beach Rentals, Fawn Memories, Scandia Bakery, and The Laguna Colony Company. In addition, the Laguna Playhouse is offering Pacific Edge Hotel guests 10% off playhouse tickets.

Pacific Edge Hotel rates start at \$159 for oceanview rooms. An undiscovered gem in Orange County’s Gold Coast region, the progressive and affordable oceanfront Pacific Edge Hotel is located beachside in downtown Laguna Beach, just steps from its world-class boutiques and art galleries and acclaimed restaurants and clubs. The hotel is an independently owned and operated retreat featuring one-mile of beachfront, 27 comfortable family suites, 103 deluxe guestrooms, two heated swimming pools, a private whirlpool spa, and on-site guest parking. For more information or reservations, please call 866.932.2896 or visit www.pacificedgehotel.com.

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MEDIA CONTACTS:

Alexis Evans, Public Relations Manager, Joie de Vivre

Tel. 415.248.5951/ Email: aevans@jdvhospitality.com