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**JOIE DE VIVRE HOTELS INTRODUCES RE-IMAGINED PACIFIC EDGE HOTEL IN
LAGUNA BEACH**

Laguna Beach, CA (June 2, 2010) – Joie de Vivre, California’s largest boutique hotel collection, is adding a fifth southern California property to its collection with the newly renovated Pacific Edge Hotel, a boutique property situated in the heart of the famed downtown district of Laguna Beach. Set on a pristine white sand beach, the 132-room property is in the final stages of renovations. Pacific Edge boasts uninterrupted ocean views and is just blocks from the chic shopping, arts and dining enclave of Laguna Beach. With modern amenities, casual residential touches, and a tinge of retro-chic attitude, it is an ideal beach destination for both business and vacation travelers who are looking to retreat, but not unplug from society.

“Joie de Vivre is known for finding undiscovered gems,” said Chip Conley, Joie de Vivre’s CEO. “This hotel has that Cinderella story line. It’s a humble family hotel being transformed into a fun, approachable, and authentically local Laguna Beach hotel where people will want to spend time with old friends and make new ones too.”

As the ultimate beachside retreat for travelers and locals alike, Pacific Edge’s new design will marry the relaxed, sporty, and creative vibe of Laguna Beach. With its cheerful accent colors, surf-themed touches, and views of the blue sky and sea, visiting Pacific Edge will be the definitive mood-boosting experience. The hotel will evoke the feeling of visiting a friend’s beach home, mixed with edgy artistic elements, pop-style furnishings and attentive service. Embracing the inherent surf culture Southern California is renowned for, Pacific Edge has partnered with Bruce Brown Films to become the first official “Endless Summer” hotel, one of the most influential films of the surf genre, and will feature its defining artwork throughout the property as well as DVD box sets in the rooms.

Pacific Edge features 28 comfortable suites, one Villa, a multi-purpose cottage called “Hide,” and 104 deluxe guestrooms. The full service hotel also features two heated swimming pools and a Jacuzzi, a gym and spa, along with a surf lounge for private events. A unique “Beach Sherpa service” will make trips down to the water fast and convenient and WIFI is free throughout the property. The Villa, a newly refurbished 6,000 square foot inspired social gathering or creative business event space, boasts an expansive deck right on the sand. Hide, a two-story beach cottage tucked between the quaint Sleepy Hollow Lane and the Pacific Ocean, is amenable to both business meetings and intimate parties.

Upon arrival, all guests of the hotel receive an “Edge Card,” which allows them to exclusively enjoy VIP privileges and discounts at local restaurants and businesses in Laguna Beach. Guest amenities will include plush bedding, surfboard storage, new bathroom mirrors, and coffee machines serving small batch-roasted coffee from Coffee People of Portland Oregon.

Oceanfront rooms, most with balconies overlooking an expansive view of the Pacific Ocean, are perfect for families, couples, and business travelers alike and include 32-inch flat screen televisions, comfortable Adirondack chairs, and queen-sized sofa beds.

Pacific Edge will also introduce a new and exciting bar concept called “The Deck” in Fall 2010. Located on a 3,000 square foot open-air beachfront deck, The Deck will offer the ultimate outdoor lounge experience with panoramic views of the Pacific Ocean, fire pits for chilly nights, and a thoughtfully crafted cocktail and food menu. For day rate charges, the location will also offer five spacious surf -themed cabanas with private concierge service.

As part of their stay at Pacific Edge, guests can dine at the recently refurbished, iconic Beach House restaurant under the helm of recently hired Chef Michael Ingino, and enjoy a menu focused on locally caught fish and seasonally grown produce. The restaurant is open for breakfast, lunch and dinner and has been a cozy locals haunt for years, known for its amazing ocean views and food. The Beach House also caters Pacific Edge’s room service menu, allowing guests to enjoy their extensive, top quality food offerings in the comfort of their hotel rooms.

“Laguna Beach is perfect for guests wanting a beach experience with a slight quirkiness,” said General Manager, Kurt Bjorkman. “Staying at Pacific Edge will be the definitive Laguna Beach, California experience. Guests will want to return year after year.”

Pacific Edge joins Hotel Erwin in Venice, Hotel Maya in Long Beach, the new Shorebreak Hotel in Huntington Beach and the Hotel Angeleno in Los Angeles, as part of Joie de Vivre’s Southern California portfolio. Rates at Pacific Edge during high season average \$179 for a Village room/ \$259 for Oceanfront. Low season rates average \$139 for Village room/ \$199 for Oceanfront. Please visit www.jdvhotels.com for more information and reservations or call 866.932.2896.

About Pacific Edge Hotel

Pacific Edge is the latest Joie de Vivre Hotel, joining the collection as the fifth boutique property in Southern California. This 132 room beachside hotel with 28 suites and 104 rooms sits on a mile of one of the Gold Coast’s most popular beaches, just a stroll away from the creative Village of Laguna Beach. With eight buildings, the hotel offers rooms with decks that literally sit over the waves and guestrooms that connect directly to the Village. The Villa, a 6,000 sq. foot hideaway boasting an expansive deck right on the sand, has recently undergone a significant renovation. For those not wanting sand in their toes, the hotel also has two heated pools and a Jacuzzi. Ocean front breakfast, lunch, dinner and cocktails are served at the Beach House restaurant on property. For more information about Pacific Edge Hotel visit www.pacifedgehotel.com

About Joie de Vivre

San Francisco-based Joie de Vivre (<http://www.jdvhotels.com>) is a collection of creative lifestyle businesses. Founded in 1987 by Chip Conley, Joie de Vivre is recognized for creating some of the most innovative hospitality services and products and designing one-of-a-kind properties. As California’s largest boutique hotel collection with more than 30 properties, Joie de Vivre Hotels is becoming the hotel brand synonymous with the California travel experience, offering a wide range of unique urban, suburban and waterfront boutique hotels that cater to leisure and business travelers in all market segments. Joie de Vivre hotels are located in San Francisco, Marin

County, Silicon Valley, San Francisco East Bay, Big Sur, Sonoma County, Santa Cruz, Sacramento, Los Angeles, Huntington Beach, Long Beach, Venice Beach, and Laguna Beach.