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**W HOLLYWOOD HOTEL & RESIDENCES MAKES “GREEN” HISTORY BY
RECEIVING FIRST LEED SILVER CERTIFICATION IN CALIFORNIA
FROM U.S. GREEN BUILDING COUNCIL**

*W Hollywood Hotel & Residences Blends Modern, Eco-Conscious Construction
with Focus on Urban Sustainability*

Hollywood, CA - February 21, 2011 – Hollywood’s hottest hotel property, W Hollywood, today announced its official LEED Silver certification by the U.S. Green Building Council (USGBC). The certification covers the entire W Hollywood complex at the iconic intersection of Hollywood & Vine, a mixed use development lauded as California’s first and largest LEED Silver Certified property blending residential, hotel, retail and mass transit uses at one urban location.

“The idea of blending a modern lifestyle with a sustainable, green footprint truly resonates with today’s forward thinking hotel guest” said Jim McPartlin, W Hollywood’s General Manager. “W Hollywood has become a leader in the area of sustainability, and green practices have become a seamless part of our guests’ overall experience, which is extremely rewarding for us.” Dr. Lance Williams, the Executive Director for USGBC-Los Angeles also states, “The United States Green Building Council of Los Angeles is pleased to recognize W Hollywood Hotel & Residences in its great achievement in Silver LEED Certification.”

In addition to LEED Certification, W Hollywood has also received recognition in the design and environmental community for its sustainability efforts, including the prestigious Millennium Award presented by Global Green USA and the Los Angeles Business Council’s Green Building Award, as evidence that the property is setting a new precedent for refined luxury within an eco-conscious lifestyle.

The developers of The Residences at W Hollywood also understood that eco-consciousness would play a significant role in attracting the right buyers in today’s evolving market. “From flooring and paints, to kitchen appliances and bathroom fixtures, to construction materials and technique, the developers of The Residences at W Hollywood incorporated sustainability throughout this iconic property without sacrificing quality or comfort” said Russ Filice with Sotheby’s International and director of sales for The Residences at W Hollywood.

To further demonstrate the possibilities of urban sustainability at The Residences at W Hollywood, project developers commissioned eConnect Group and Van Patter Design to design and furnish a custom eco-penthouse as part of the WOW Collection of model residences as: Green + Vine. This modern urban eco-sanctuary was the result of a collaboration between Nicole Landers of eConnect Group and interior designer Kelly Van Patter to bring a new vision of eco-luxe living to The Residences at W Hollywood, combining urban loft sensibilities with an environmental theme that utilizes primarily local eco-manufacturers and artisans

and is compliant for LEED® regional materials. To learn more, please visit this WOW Collection residence at www.whollywoodresidence.com/.

About W Hollywood & The Residences at W Hollywood

The Residences at W Hollywood is the first LEED Silver, hospitality branded residential address in Los Angeles integrating for-sale residences with hotel and retail uses. With 143 W-branded residences paired to the 305 guest rooms of W Hollywood, restaurant Delphine by IDG, a rooftop nightclub Drai's Hollywood by Victor Drai, Bliss® Spa and additional retail space, the \$350 million development at Hollywood & Vine offers a world-class lifestyle opportunity boasting: W's signature Whatever/Whenever® service; cutting-edge design including contemporary finishes, lush landscaping, and artistic flair; and innovative living spaces complete with dramatic views, premiere nightlife and exclusive restaurants. For more information, call 323.798.1300 or explore www.whollywoodhotel.com.

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