

Hotel Oceana Santa Barbara Freshens up for Fall with a Brand-New Beachside Look

Area's Best Boutique Property Unveils a Complete Renovation Transforming All Guest Rooms and Public Spaces

LOS ANGELES, Calif. (September 2008) -Well-timed with the colorful changes of fall, JRK Hotel Group today announced the completion of the Hotel Oceana Santa Barbara renovation, boasting a bright, new sunny palette with playful accents courtesy of Annette Jaffe of MSM Property Development, LLC. Located along the boardwalk in Santa Barbara's famous ocean-front downtown district, Hotel Oceana Santa Barbara has been a favorite spot for young travelers, families, and locals alike, and will now entice beach-seekers even further with its updated, fresh design.

"Hotel Oceana Santa Barbara's excellent beachfront location has long made it a favorite destination for visitors to the central coast," said Dean Andrews, president of JRK Hotel Group. "With the completion of the redesign, the property now offers guests upgraded amenities and an unparalleled level of style and comfort ideal for leisure or business travel."

Across the street from the Pacific Ocean and just minutes from Santa Barbara's bustling State Street, Hotel Oceana's upgraded redesign complements the property's beautiful grounds and excellent location. The 122-room beachfront gem features 14 junior suites spread among six Spanish-style buildings. The newly-enhanced exterior is accented with bright, vibrant colors through the addition of blooming potted plants and sunny floor runners placed along the exterior hallways of the hotel. Other upgrades include all-new lounge furniture set around the popular oceanview and garden pools, the remodeled and expanded fitness center stocked with brand new cardio and weight training equipment, and the renovated boardroom – the perfect setting for meetings or formal gatherings.

Each guest room now features rich hardwood floors, bright hues and eye-catching textures in the furniture, rugs and bedding, and playful colored stripes and patterns stenciled on the clean white walls. Each room is decorated with local artwork hand-picked by New York-based Jaffe, which adds to the relaxed, playful atmosphere and beachside vibe of Hotel Oceana Santa Barbara. With the addition of high-definition flat-screen LCD TVs and all new furnishings and accessories, guests experience all the comforts of home with the affordably luxurious perks of Hotel Oceana. The property's updated accommodations sit among its lush, vibrant grounds and gardens, where guests are greeted by bougainvillea and birds of paradise.

Jaffe is a renowned designer, whose background includes hospitality, residential and commercial projects in New York and around the nation. Additional credits include the Hotel Roger Williams and the Franklin Hotel, both located in Manhattan.

For more information on the Hotel Oceana Santa Barbara, please visit www.hoteloceanasantabarbara.com.

About JRK Hotel Group

JRK Hotel Group, a division of JRK Property Holdings, owns and operates premium boutique hotel properties around the country, including the Oceana Santa Monica, the

Hotel Oceana Santa Barbara, the Roger Williams in New York, and the largest Holiday Inn Express in the nation, located in Nashville, Tenn. The brand is committed to offering guests modern, luxurious accommodations with all the comforts of home, boasting residential design influences, high-tech amenities, and world-class customer service. For more information on JRK Hotel Group, please visit www.jrkhotelgroup.com.

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