

## **JRK Hotel Group Announces Renovation of Hotel Oceana Santa Barbara**

April 15, 2008

---

### **AREA'S BEST BEACHFRONT BOUTIQUE PROPERTY TO OFFER GUESTS NEWLY UPDATED ACCOMMODATIONS AND THE MOST AFFORDABLE LUXURY ALONG THE COAST**

**LOS ANGELES, Calif. (April 15, 2008)** – JRK Hotel Group today announced the upcoming renovation of its beachfront Hotel Oceana property in Santa Barbara, Calif. New York-based design consultant Annette Jaffe of MSM Property Development, LLC, will helm the project, bringing a fresh, new flair to the popular beachside boutique destination.

“Hotel Oceana has long been one of the Santa Barbara’s coast’s prime destinations, with its great beachfront location, incredible grounds, and affordable luxury offerings, and we are excited to bring an increased value to our array of amenities,” said Dean Andrews, president of JRK Hotel Group.

“We wanted to develop a fresh, modern take on the region’s classic appeal,” said Jaffe. “Guests will enjoy the light, color, and ease that California and the Santa Barbara coast convey like no other area in the country.”

The Hotel Oceana Santa Barbara is a 122-room beachfront gem which will feature 22 new junior suites upon completion of its renovation. Boasting Spanish colonial design elements, stunning ocean and mountain views, two pools, Jacuzzis, and convenient access to the area’s top tourist destinations, the property is known for its cozy, boutique-style offerings and service, as well as its unparalleled grounds and affordable, luxury details. A newly updated boardroom is the perfect setting for meetings or formal gatherings and the property’s well-equipped fitness center offers guests 24-hour, unlimited access.

As part of its renovation, scheduled for completion in June 2008, the hotel will feature simple, clean walls, inspired by the traditional white adobe style of Santa Barbara, new hardwood floors evoking the region’s old world charm throughout the guest rooms, the addition of high-definition plasma TVs, and all new furnishings and accessories. 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](http://www.hoteloceanasantabarbara.com).

#### About JRK Hotel Group

JRK Hotel Group, a division of JRK Asset Management, 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.oceanahotelgroup.com](http://www.oceanahotelgroup.com).