

"Sun and Cycle" Through Summer at Oceana Santa Monica

April 29, 2008

LOS ANGELES' ONLY "HOT LIST" HOTEL OFFERS GUESTS A SIZZLING SUMMER SPECIAL

LOS ANGELES, Calif. (April 29, 2008) – Experience the sophisticated style of the Santa Monica beach this summer with Oceana's limited-time "Sun and Cycle" package. Recently honored as the city's only hotel on the 2008 *Condé Nast Traveler* "Hot List", Oceana Santa Monica celebrates its sizzling stature with this special summer package, allowing guests the opportunity to experience all that the city's best beachside area has to offer, with a luxurious twist.

Adding to Oceana Santa Monica's low-key luxury and inviting atmosphere, the "Sun and Cycle" package offers guests chic beachside service with a five-star flair for a very special day at the beach, including:

- Beachside butler will secure guests reserved space on one of Los Angeles' most beautiful stretches of sand
- Set up of all the necessary beach supplies including towels, chairs, umbrellas and coolers
- A gourmet lunch from Ocean Lounge, delivered and served beachside
- A guided pre-sunset bike tour of top local destinations, including The Strand, world-famous Muscle Beach, Santa Monica and Venice with the tour concluding along the famous Venetian canals

**Price per guest is \$XX and reservations can be made through hotel reservations.

"Being honored on Condé Nast's Hot List is such an exciting accomplishment for our team and the perfect way to kick off summer at Oceana Santa Monica," said Dean Andrews, president of JRK Hotel Group. "We are committed to offering our guests a unique, memorable experience each and every time they visit, and look forward to introducing the Oceana to even more guests as the new season heats up."

Oceana Santa Monica is Los Angeles' hidden hideaway by the beach, giving guests all the comforts of home with the luxurious sophistication of a chic, boutique hotel. Completely transformed in fall 2007, Oceana offers an unparalleled level of service and high-quality amenities including extra-large guest suites, many with ocean views, the brand new Oceana Lounge restaurant, featuring fresh California cuisine from local farmer's markets and purveyors, a heated outdoor pool and intimate lounging area, complete with fireplace, a state-of-the-art fitness center, and a well-equipped oceanview boardroom, making it a favorite for either business meetings or personal vacations. Steps from the sand and minutes from the trendy shops and restaurants along Montana Avenue, Oceana's prime beachside location allows guests the opportunity to explore all of Los Angeles' oceanfront charm.

Rates this summer range from \$585 to \$1000. For more information on Oceana Santa Monica, please visit www.hoteloceanasantamonica.com or call 310-393-0486.

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.