

FACT SHEET

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CLIFT

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CLIFT

OWNER:	Morgans Hotel Group
MANAGEMENT COMPANY:	Morgans Hotel Group
OVERALL DESIGN:	Philippe Starck
RESTAURANTS:	Jeffrey Chodorow
GENERAL MANAGER:	Simon Mais
OPENING DATE:	July 2001
ORIGINALLY BUILT:	1913

GENERAL DESCRIPTION: Clift, Morgans Hotel Group's first hotel in San Francisco, is a template-breaking tour de force that promises to change forever the notion of what it means to be a luxury hotel. Elegant and sophisticated, yet in a totally modern way, Clift takes conventional hotel philosophy and turns it on its head. While still bearing some of the hallmarks of the traditional luxury hotel experience, such as exemplary service and amenities, what makes Clift truly special – and what sets it apart from the rest – is the unique energy created by its daring and brilliant juxtapositions. The hotel reads like a page ripped from the surrealists' manifesto: a desire to bridge the gap between fantasy and reality, the pairing of seemingly unrelated objects, and a desire to return to the innocence of childhood, where a freewheeling, "down the rabbit hole" approach to life is embraced. This is Wonderland for the jetset.

Clift, a nearly century-old building designed in the Italian Renaissance style, with fittingly grand proportions and sumptuous period details, had been renovated many times, and each time a greater portion of its original spirit was lost. For Morgans Hotel Group, the challenge was to rediscover and restore the hotel's essence while at the same time introducing a modern sensibility. The mission was not to merely revisit the past, but to actually improve it.

For Morgans Hotel Group, San Francisco was a typically insightful choice for its newest project, given the city's position on the verge of an exciting cultural renaissance. While already renowned for its impressive physical beauty, European ambiance, and world class restaurants and museums, the city has decided to ratchet its reputation up a notch and commissioned a cadre of the most talented and celebrated architects in the world to design and build a series of new buildings that will boldly elevate the city, on an international scale, to the top of the architectural firmament – and leave an impressive legacy for future generations.

The other feature that attracted Morgans Hotel Group to this city is its unique dichotomy: between the sophisticated and urbane San Francisco, with its scenic vistas and old-world charm, and the cutting edge San Francisco that stands at the center of the technological revolution that has rocked the world. Clift, echoing this, possesses a similar dichotomy: between old and new, tradition and innovation, dream and reality. The result is an excitement and energy that has galvanized this hotel, like the city

beyond, to a new level altogether. It has always been Morgans Hotel Group's philosophy that it is precisely within these differences that a hotel's unique personality – its heart and soul – resides. It is Cliff's daring new sense of diversity that makes it the provocative, magical, and memorable hotel it is today.

DESIGN FEATURES:

Cliff's Public Spaces include:

The feeling of **entering** another reality – a dreamy parallel universe – is apparent from the moment you enter Cliff, Morgans Hotel Group's latest inspired collaboration with world-renowned designer Philippe Starck. A giant arched doorway leads guests to a vestibule that is painted entirely in a soothing shade of pale violet. Directly ahead is the Lobby, that with its thrillingly monumental proportions and strangely beautiful design, immediately captivates and enchants.

With its soaring 25-ft ceilings and luxurious finishes, Cliff's **Lobby** is undeniably grand and elegant. Yet the surrealist's subversive touch is evident throughout in a series of fantastical vignettes that have taken up residence and made themselves quite at home in this venerable space. Poised against a neutral and sophisticated background of cool grey – from polished Italian plaster walls to Italian Pietra Serena limestone floors – these unusual groupings stand out in strikingly beautiful contrast. A whimsical stool comprised of a black bowler hat and green apple, a homage to the surrealist painter Rene Magritte, sits next to an organic Italian sculpted bronze chair and an enormously overscaled floor lamp by Philippe Starck. This play on proportion and content creates a dream-like composition that is the cornerstone of Cliff's magic.

Adjacent to the **Lobby** is an intimate and cozy wooden alcove that invites guests to lounge amidst its mellow glow and homey ambiance. With its calming tone-on-tone palette of warm reddish-browns, mahogany paneled walls and ceiling, and classic and comfortable furnishings, the room evokes the spirit of an old English club or drawing room.

The legendary Art Deco room, originally built in 1933 and dubbed the **Redwood Room**, has been refurbished to bring to life not only the beauty of the original design, but, by introducing a distinctly 21st century twist, to literally make it better. With redwood paneled walls and a bar all rumored to have been crafted from a single giant redwood tree, the room is a magical space firmly embedded in the hearts and minds of generations of San Franciscans. Morgans Hotel Group and Starck's take on this imposing and important room is deceptively simple. By creating a largely monochromatic space, where nearly all the furniture is rendered in the same rich reddish brown of the original redwood, the wood itself once again takes center stage. Within this largely one color palette, however, is a richly varied mélange of some eighteen different textures and materials, from leather and velvet to bronze and wool. The result is a bas-relief like effect that is uncommonly beautiful.

Asia de Cuba restaurant, by renowned restaurateur Jeffrey Chodorow, carries over the rich and lavish materials and colors

used in the Bar, with lush brown silk velvet curtains surrounding the room in classic warmth and intimacy. The full height arched windows with mahogany blinds add a stately elegance and drama. The furniture is simple and elegant – Starck-designed mahogany and leather banquettes with illuminated, hand-blown Venetian Murano glass vases are covered in embossed leather and lend a chic glow around the room’s perimeter. The Starck-designed mahogany dining chairs are covered in warm earthtone embossed leather. At the same time, this simplicity is all the more humanized as it contrasts with and sets the stage for the spectacular centerpiece, a communal dining table in the form of a cross, made of hand etched illuminated mirror that creates an interlocking geometric pattern of people and light. Now the magic and spirit of the incomparable Redwood Room has expanded across the hall in Asia de Cuba – and the entire hotel is the better for it.

GUEST ACCOMMODATIONS:

The 363 guest rooms at Cliff are generously scaled and beautifully appointed. Outfitted in tranquil and warm shades of ivory, grey and lavender, they exude a sensual softness that is a welcome counterpoint to the hustle and bustle of urban life.

The rooms’ beautifully crafted and detailed furniture include a massive English sycamore custom sleigh bed positioned on a polished chrome base, and, inspired by the legendary artist Man Ray, a wood chair in the form of a wheelbarrow that is covered in a violet-colored custom Italian fabric typically used for handbags and sportswear by high fashion houses. The chair forms a harmonious vignette with a nearby standing lamp and custom metallic “pod” side table.

Other design features include: custom polished chrome sconces with light pastel pleated shades that blend with the filmy gauze curtains; a custom Venetian Murano glass standing lamp with a blown glass shade detailed with 24-karat gold speckles on a polished chrome base; a beautifully finished English sycamore television cabinet housing State-of-the-Art electronic equipment and guest minibar; the same pastel Italian fabric as the room shades is used on the custom armchair in Starck’s interpretation of a classical Louis XVI design. The luxurious 400 threadcount Italian percale bedding, down duvet and imported Merino wool throw blanket in a warm pastel hue are a perfect complement to the room’s muted elegance and contribute to its superbly sensual, tactile quality.

Each room has two large 8x10 ft frameless mirrors positioned on opposite walls, creating a mesmerizing ‘infinity effect’ of unbounded dimension, as well as reflecting the rosy Bay Area light. Lush silk sheer curtains in a crinkled gauzy texture frame the mirrors and give off a warm metallic glow. An unexpected splash of color comes in the form of the transparent orange acrylic night tables, which cast a gentle sunset glow throughout the room. Large windows offer panoramic city views overlooking the Golden Gate Bridge, as well as other San Francisco landmarks.

Bathrooms – comfortable, oversized and luxurious – feature sumptuous porcelain bathtubs, and custom Starck sinks fashioned from molded porcelain and white maple wood with muted light

glowing from within. Most bathrooms have a dressing area, vanity table with mirrors and sconces – reminiscent of the luxury hotels of a bygone era.

GUEST SERVICES:

The extensive services provided at Clift include King, Queen and Double-Sized Beds; Interactive Color Television with full cable access; DVD Library with up to 1,500 Films on Demand; Non-Smoking Rooms; In-Room Entertainment Center including AM/FM Radio, Satellite Music Channels, Compact Disc Player and DVD Player; State-of-the-Art Telecommunications System with Three 2-line Telephones with Conference and Speaker capability; Wireless High Speed Internet Access; Private Telephone Number direct to each room; Data Port Connections for Modem/Fax Hook-ups, Portable Computers, Mobile Phones and Fax Machines Available on Request; Guestrooms with Treadmill or Private Office area with fax, printer and scanner available upon request; Full Refrigerators with In-Room Refreshments; Fresh Flowers; Full Turn-Down Service; Newspapers of choice delivered to the door; 24-Hour Room Service; Afternoon Coffee and Tea Service; 24-Hour Concierge; In-Room Massage and Spa Services Available upon Request; Deluxe Penthouse Apartments with State-of-the-Art Audio Visual System Available for Private Functions.

EXECUTIVE SERVICES:

Full-Service Business Center, 24-Hour Multi-Lingual Secretarial Staff Available, Multi-Service Meeting Space, Video Conferencing, Executive Board Room, State-of-the-Art Audio Visual Equipment, State-of-the-Art Telecommunications Equipment, Hospitality Suites with Multi-Service Meeting Space for up to 75 People, Production, Wardrobe, Make-Up, and Casting Rooms, Private Conference Facilities Available.

HOTEL HISTORY:

In 1913, Frederick C. Clift, an attorney from a large family in the Sierra foothills, commissioned the 300-room hotel on a lot the family had inherited. The hotel was to open in time for the Pan Pacific Exposition. The architect, a former student of the Ecole de Beaux Arts, was George Applegarth of McDonald and Applegarth. Advertised as the first hotel in San Francisco to be fire and earthquake proof, Clift has held up to its expectations. With its 1924 addition of 3 floors, it became the largest hotel in the state. Clift was purchased from the Four Seasons group in 1996 by Morgans Hotel Group.

**RESERVATIONS AND
RATE INFORMATION:**

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MORGANS HOTEL GROUP:

In 1984, Morgans Hotel Group created a hotel so avant-garde that it revolutionized the hospitality industry. Banishing tradition, they introduced the concept of the "Boutique Hotel," characterized by personalized service and home-away-from-home ambience in a setting of modern elegance.

In 1984, Morgans Hotel Group developed its first property, **Morgans** on Madison Avenue in New York City. An instant hit, the hotel revolutionized the hospitality industry with the introduction of the "Boutique Hotel" concept, characterized by personalized service and home-away-from-home ambience in a setting of timeless elegance. This boutique concept was again showcased with great success at New York's **Royalton**, the first property designed by Philippe Starck.

In 1995, Morgans Hotel Group opened the hugely well-received **Delano**, set directly on Miami Beach, and completely refurbished the hotel in 2006. Located in the heart of one of America's most energized gateway cities, Delano represents the next generation of "Urban Resort" – where the notions of the "Indoor/Outdoor Lobby" and the idea of "Simple Chic" were initiated. Delano is, all at once, a red-hot trendsetting hub of social activity, a sophisticated, serene hotel and an elegant beachfront family resort.

The Shore Club, managed by Morgans Hotel Group, is a spectacular oceanside resort also located in Miami Beach. With landscaping inspired by the rich intense Matisse-inspired colors of the Jardin Majorelle in Marrakech, The Shore Club is redefining cool on Miami's South Beach. The magic is in the details of the hotel: the landmarked Art Deco lobby is conceived as a calming transition to the labyrinth of gardens with secret passageways, alcoves and succession of different Indoor / Outdoor "rooms" that flow seamlessly throughout the hotel. The Shore Club represents the next wave in Miami Beach's dynamic development.

Morgans Hotel Group arrived in Los Angeles in 1996, with the opening of **Mondrian**, located on the world-famous Sunset Boulevard. Mondrian presents the consummate expression of a balancing act between apparent contradictions – entertainment and spirituality, cutting-edge style and simplicity, fantasy and reality. The hotel perfectly captures the quintessential California lifestyle by uniting its deeply rooted appreciation of the outdoors and relaxed, casual living with a pervasive sense of magic, glamour and excitement.

The opening of **St Martins Lane** in London in late 1999 represented Morgans Hotel Group's first foray across the Atlantic. Received with great fanfare and both critical and customer acclaim, St Martins Lane is an utterly original urban hotel that takes the Morgans Hotel Group concept of "Hotel as Theatre" to a new level to provide its guests with a singularly magical, exciting and visceral experience. The hotel is predicated on the idea that today, luxury is about new experiences, about making a connection with something truly special. Situated in Covent Garden, one of the city's most lively districts, this hotel combines warmth, glamour, charm, sophistication and style with a real sense of its setting, in one of Europe's most cosmopolitan cities.

In addition to St Martins Lane, Morgans Hotel Group opened **Sanderson** in London's stylish Soho district. This first of its kind "Urban Spa" is a magnificent landmark property with a spectacularly landscaped interior courtyard that opens to the sky and is surrounded by guestrooms. The property combines modern and classic elements to create a one-of-a-kind oasis and refuge in the middle of bustling London.

Hudson, in New York City, delivers a potent combination of urban adventure and daredevil design to arguably the most jaded city in the world, giving Manhattan something even it has never seen before. In a city renowned for its boldness, diversity and eclecticism, Hudson is an inspired piece of organized chaos – a reflection and distillation of New York itself, a melting pot of styles and ideas – shimmering with a hot-rod vivacity and in-your-face style that is hard to ignore and even harder to forget.

Clift, Morgans Hotel Group's first San Francisco property, is a template-breaking tour de force that promises to change forever the notion of what it means to be a luxury hotel. Elegant and sophisticated yet in a totally modern manner, Clift takes conventional hotel philosophy and turns it on its head. While still bearing some of the hallmarks of the traditional luxury hotel experience such as exemplary service and amenities, what makes Clift truly special is its daring and brilliant juxtapositions. The hotel reads like a page ripped from the surrealists' manifesto: a desire to bridge the gap between fantasy and reality, the pairing of seemingly unrelated objects, and a desire to return to the innocence of childhood where a freewheeling, "down the rabbit hole" approach to life is embraced. Clift is Wonderland for the Jet Set.

In January 2007, Morgans Hotel Group opened **Mondrian Scottsdale**, a world-class "Urban Resort" in downtown Scottsdale, Arizona, marking the first extension of the Mondrian brand. Located in the heart of Scottsdale, Mondrian Scottsdale offers the unique experience of a dynamic "Urban Resort", combined with a serene oasis in the desert. Like the first Mondrian, this new destination brings an inventive vision of modern glamour to a new generation of sophisticated global consumers. Mondrian Scottsdale is a sybaritic retreat offering rest, rejuvenation, fun and entertainment in a vibrantly pleasure-driven environment.

With **Mondrian South Beach**, Morgans Hotel Group's first hotel residences, MHG makes a pioneering move away from the bustle of Miami Beach's oceanfront tourist center to the fashionable, growing neighborhood of Biscayne Bay. The Hotel Residences are built on a prime waterfront location with views of the bay, ocean and downtown. Consisting of 342 studios, one and two bedroom apartments and penthouses, Mondrian South Beach will combine the most exhilarating design elements of a fantasy modern get-away with all the comforts and conveniences of home.

Morgans Hotel Group Co. (Nasdaq: MHGC) which is widely credited with establishing and developing the rapidly expanding boutique hotel sector, owns and operates Morgans, Royalton and Hudson in New York, Delano and The Shore Club in Miami, Mondrian in Los Angeles, Scottsdale and South Beach, Clift in San Francisco, and Sanderson and St Martins Lane in London. In February 2007, MHG and an equity partner acquired the **Hard Rock Hotel & Casino** in Las Vegas and related assets. MHG has other property transactions in various stages of completion including projects in Miami Beach, Florida, and Las Vegas, Nevada, and continues to vigorously pursue its strategy of developing unique properties at various price points in international gateway cities in the United States, Europe, South America, Asia and around the world. For more information please visit www.morganshotelgroup.com.