

From: Viceroy Hotel Group

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FOR IMMEDIATE RELEASE

VICEROY

BUENOS AIRES

**VICEROY HOTEL GROUP EXPANDS IN LATIN AMERICA WITH NEW ICON
HOTEL, VICEROY BUENOS AIRES**

Modern Luxury in an Epic Location as Viceroy Expands Within the Region



LOS ANGELES (August 30, 2016) – The vibe has been set in motion... Viceroy Hotel Group (VHG) today proudly unveiled initial plans for Viceroy Buenos Aires, expected to open in 2019. Viceroy Hotel Group has been selected by Gnvgroup to brand and manage the first and only hotel planned for Madero Harbour, the largest and most exclusive mixed-use development in Buenos Aires. Viceroy Buenos Aires’

125 hotel rooms and 30 residences will be designed by the esteemed architect Carlos Ott and will anchor the upscale urban planned community, poised to be the most highly sought-after place to work, play and be entertained in the Puerto Madero district.

Setting the Vibe with Spectacular Amenities

Viceroy Buenos Aires will feature a signature restaurant, scene-stealing bar and lounge, pool, and spa, among other amenities to be announced. Of special note, the hotel will feature a rooftop experience unprecedented in Buenos Aires, with transformational spaces catering to travelers and locals alike, all resulting in elevated lifestyle at the heart of an epic location. As the only hotel in Madero Harbour, Viceroy Buenos Aires gives guests and residents access to it all -- a shopping center with 120 elite retail outlets, world-class restaurants, nightlife, cinemas, a heliport and more. That's not to mention the hotel's prestigious neighbor, Harbour Tower, the architectural marvel also designed by Ott.

Viceroy in Latin America

The announcement of Viceroy Buenos Aires furthers VHG's commitment to expansion into Latin America, the hottest and fastest growing market sector for hospitality. In fact, VHG just announced its arrival in Panama; the upcoming Viceroy Bocas del Toro Panama will be the first in the region to feature luxury overwater villas. VHG anticipates solid growth in this market and will remain one to watch.

For additional information, please visit viceroyhotelsandresorts.com/buenosaires

ABOUT VICEROY HOTEL GROUP

Viceroy Hotel Group delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Beverly Hills, New York, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Algarve, Buenos Aires, Cartagena, Chicago, Dubai, Istanbul and Panama. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members, at over 550 hotels around the world. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotel Group at facebook.com/viceroyhotelgroup and on Instagram @viceroyhotels.

ABOUT GNVGROUP

Gnvgroup is a leading real estate firm spearheaded by Alejandro Ginevra. Following a decades-long family tradition in the sector, Ginevra lends his wealth of experience to a wide array of projects in the local market, including the development and commercialization of Gnvgroup's Madero Harbour, a mixed-used, master planned development. Madero Harbour is the culmination of over 30 years of experience, and positions Gnvgroup as one of the preeminent developers in Argentina. For more information please visit, www.madero harbour.com. Follow Madero Harbour on [Facebook.com/madero harbour](https://www.facebook.com/madero harbour) and Instagram [@madero harbour](https://www.instagram.com/madero harbour).