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SAN FRANCISCO COUNTER-CULTURE HAS A NEW HOME—WELCOME TO HOTEL ZEPPELIN

Viceroy Hotel Group Opens Brand New 196-Room Rebellious Hotel In Union Square

SAN FRANCISCO (March 4th, 2016) – In a city best known for its transformative spirit and colorful counter-culture, one hotel is looking to shake things up with its bold and decidedly unconventional approach to hospitality—enter Hotel Zeppelin San Francisco. Located just two blocks from San Francisco's Union Square, and within walking distance to FiDi, Viceroy Hotel Group's newest property opens today, March 4th, 2016.

"With careful consideration poured into each and every detail, Hotel Zeppelin is the ultimate celebration of San Francisco's long and storied counter-culture tradition," said Hotel Zeppelin's General Manager Antonio Flores. "Our provocative design and rebellious nature promotes the non-conformist experience San Francisco has been patiently waiting for."

A stay at Hotel Zeppelin is an invitation to discover the unexpected. Designed by Dawson Design Associates, the hotel experience was created for revolutionaries, dreamers and visionaries, guests who are rule-breakers with a little spark of mischief, who aren't satisfied with what is, but yearn for what could be.

The experience begins with a street level café, bar and lounge offering guests noshes and libations from some of the city's best artisans. Unexpected design accents, including spontaneous black light exposed poetry, expand upon the hotel's playfully psychedelic heartbeat and layer tribute to the bookstores and cafés of the beatnik era.

Downstairs, the 1,300 sq/ft game room entitled Peace, offers a playful retreat from reality complimented by an energetic and edgy homage to superheroes. Guests can unwind with games of skeeball, shuffleboard, an oversized electronic Bingo board synced with a dynamic sound system, a quick-shot basketball wall, and communal areas for both events and group meetings. The hotel has partnered with some of the city's most celebrated brands: Sightglass Coffee, Dynamo Donuts, custom staff jewelry by Parme Marin, staff outfitting by Huf & STRKE MVMNT, bicycles by Martone Cycling and more. Hotel Zeppelin has also partnered with Scout—which is not your grandma's concierge. Catering to the tech savvy crowd, this service allows guests to contact the Hotel Zeppelin concierge from anywhere, at any time from a downloadable app or via SMS text.

The 196 rooms and suites are fashionably appointed with eclectic furnishings and out-of-

site amenities, including vintage inspired record players in select rooms. Guests can choose from a variety of room types to suit their needs, including an 1,800-square foot Presidential Suite, perfect for entertaining by means of a wet bar, media room, and outdoor deck.

Owned by Pebblebrook Hotel Trust and operated by Viceroy Hotel Group, Hotel Zeppelin marks the fourth partnership between the two companies, and follows their ongoing success in San Francisco at Hotel Zetta in the SoMa district.

Fall back into the summer of love at this bold new destination and enter a world where creativity and originality are paramount.

Reservations may be made by calling (800) 662-1142, or visiting hotelzeppelin.com.

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About Hotel Zeppelin San Francisco: Set in an historic San Francisco building steps from renowned Union Square, Hotel Zeppelin San Francisco celebrates the city's progressive mindset and transforms it into a living story with a revolutionary attitude. Designed as a contemporary reflection of San Francisco's counterculture tradition, Hotel Zeppelin is rebelliously interactive with an engaging style that fosters exploration, innovation and collaboration. There are 196 impeccably furnished guest rooms including 20 suites. Amenities include 3,000 square feet of meeting and event space, a game lounge and a café. Hotel Zeppelin is located at 545 Post St in San Francisco, CA. For reservations, please call 415-563-0303 or visit the hotel's web site at www.hotelzeppelin.com. Follow Hotel Zeppelin on Facebook, Instagram and Twitter: @HotelZeppelin

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, Anguilla, Beverly Hills, Miami, New York, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Algarve, Cartagena, Chicago and Dubai. For more information, visit www.viceroyhotelsandresorts.com. Follow Viceroy Hotel Group on Instagram: @ViceroyHotels

About Pebblebrook Hotel Trust: Pebblebrook Hotel Trust (NYSE:PEB) is a publicly traded real estate investment trust ("REIT") organized to opportunistically acquire and invest primarily in upper upscale, full-service hotels located in urban markets in major gateway cities. The Company owns 37 hotels, including 31 wholly owned hotels with a total of 7,408 guest rooms and a 49% joint venture interest in six hotels with a total of 1,733 guest rooms.

About Dawson Design Associates, Inc.: Established in Seattle, Washington in 1987 by Andrea Dawson Sheehan, Dawson Design Associates is a full-service interior design and interior architecture firm specializing in renovations, repositionings and new construction in the hospitality industry. DDA's mission is to design hotels that are recognized for their creative and distinctive styles and proven by their success and profitability. The firm is consistently ranked amongst the top design firms in the world and maintains a constantly

growing list of awards and international press. For additional information, please visit www.dawsondesignassociates.com.