



PRESS RELEASE

Sedona Rouge Hotel & Spa Set to Open in Spring 2005

**Luxury Hotel and Spa Brings a New Dimension to Lodging
In Arizona's Famed Red Rock Country**

Sedona, AZ--Sedona Rouge Hotel and Spa, scheduled to open in spring 2005, will bring to the beautiful town of Sedona and to the fabled Red Rock Country a new dimension of hospitality, spa amenities, sophisticated décor, and fine dining.

Centrally located, Sedona Rouge Hotel & Spa's 77 guestrooms, which include four suites and seven Spa rooms, are minutes from Uptown Sedona, Tlaquepaque Arts & Crafts Village and Gallery Row. Adjacent to boundless acres of designated National Forest land, Sedona Rouge also provides the ideal home base for exploring Sedona's world of outdoor adventures -- from Jeep tours of the Red Rock landscape to day trips to the Grand Canyon -- and stunningly beautiful landscapes.

"Our goal was to create a lodging facility, spa and restaurant that established a new paradigm for experiencing the beauty of Sedona," noted principal Jim Apple, "a romantic getaway and sophisticated private retreat where guests will enjoy outstanding amenities and services as well as the charm and intimacy of a boutique establishment."

The distinctions start with the architecture and interior design, which immediately separates Sedona Rouge from the "standard" architectural vernacular of the Southwest. Sedona Rouge re-imagines the exciting confluence of influences -- the heady mélange of ancient Roman, French, Mediterranean and North African cultures -- that enlivened 11th century Andalusian Spain. The result is a unique expression of style that informs everything from the charming, 500-year-old Tunisian wrought iron window work to the welcoming Moroccan/Moorish enchantment of the interior décor.

The Spa at Sedona Rouge, set apart from the main hotel, is an oasis of relaxation and pampering. The Spa offers an exceptionally broad array of luxury facilities and treatments, focusing on caring for the body, centering the mind, and connecting with the spirit, all in a dramatically beautiful setting.

With eight spa treatment rooms (including one couples rooms), Sedona Rouge offers the highest guestroom-to-spa room ratio in the Southwest. Signature amenities include indoor and outdoor whirlpools and showers, innovative seasonally themed treatments, and the serene delights of the Tranquility Room and Garden. Additionally, guests can select from an exclusive line of products that have been created with indigenous herbs and plants known for their restorative healing properties.

Sedona Rouge will also serve as the home of Reds, the highly-anticipated American bistro restaurant and bar from the design team responsible for Rose Pistola and Lulu in San Francisco. Under the direction of Chef Chris Smith, Reds will elevate fine dining in Sedona to a new level and serve as a lively, casually comfortable gathering spot for locals and visitors alike. House specialties include fresh fish, pizzas from a wood burning oven, and an extensive wine list featuring new and old world wines which seamlessly compliment the cuisine.

Each of Sedona Rouge Hotel & Spa's 77 richly appointed guest rooms, suites and spa rooms has been designed in the spirit of Andalusia luxury, with deep colors woven through soft fabrics and comfortable furnishings. Rooms are appointed with custom king or double queen beds, luscious 250-thread count linens and goose down feather duvets, a chaise lounge, ornate desk and Syrian chest. Additional amenities include 30" LCD flat screen televisions and spacious walk-in showers with overhead rain-shower sprays. Many rooms feature vaulted ceilings, fireplaces and balconies with delicate ironwork. Wireless high-speed Internet is available throughout the property.

The hotel also features 2,700 square feet of flexible meeting and event facilities, including a fully appointed executive boardroom, a 2,000-square-foot conference room and raised observation deck, replete with stunning Red Rock views, that can accommodate receptions of up to 50 people. Meeting space can be partitioned for smaller groups, cocktail receptions or private dining.

Sedona Rouge Hotel and Spa is located at 2250 West Highway 89A in Sedona, Arizona. The hotel can be reached by calling (928) 203-4111 or toll free at (866) 312-4111. E-mail inquiries can be sent to info@sedonarouge.com. Sedona Rouge Hotel & Spa can be visited on the Web at www.sedonarouge.com.