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**VICEROY HOTEL GROUP TO OPEN SECLUDED COVE RESORT AND
RESIDENCES IN THE PRINCES' ISLANDS, ISTANBUL**
Renowned Hospitality Group Unearths Turkish Treasure

LOS ANGELES, CA (April 25, 2016) – Tucked away in Turkey's Marmara Sea lies the newly announced Viceroy Princes' Islands Istanbul, a modern resort located on the island of Büyükada. Upon its completion, Viceroy Hotel Group will open the doors to its first property in Turkey, inviting guests to experience an ancient era of Ottoman royalty. Viceroy Princes' Islands Istanbul boasts a total of 77 luxury guest rooms, suites and serviced residences, a traditional and restored Ottoman Grand Mansion and a "Yali" seafront mansion, extensive gardens and a private cove.

With a history as rich as those who inhabit its emerald hillsides and captivating coastline, Büyükada, a natural heritage and protection area, plays summer home to many of Istanbul's elite. Travellers seeking a more spirited island getaway from life's demands can unwind with memorable amenities, including award winning ESPA spa and wellness centre, complete with indoor pool and a modern take on the Turkish bath house. With a sophisticated 1,340 square metres of indoor and outdoor event space, the resort showcases a ballroom, along with an outdoor terrace perfect for large wedding receptions and social gatherings; rooftop terraces and gardens for lounging and sunbathing and various indoor and outdoor swimming areas, including two pools and private sea lagoon. Food and beverage offerings include two restaurants, an Ice Bar, and a lively Resort Club Bar.

The resort's registered cultural heritage Grand Mansion has been fully restored to its former grandeur by local artisan craftsmen. The 1,926 square metre mansion includes a baroque entryway, six suites, a private pool, numerous social spaces for private dining and entertaining, and an expansive terrace surrounded by sweeping sea views and the distant city lights of Istanbul.

Viceroy Princes' Islands Istanbul is exclusively accessed through the resort's private pier. With no motor vehicles on the island, guests are encouraged to celebrate their curiosity and roam by bicycle, phaeton (horse carriage) or foot, making for a truly serene escape from the bustle of daily life. A short boat ride from the ports of the city, travellers can easily venture into Istanbul and explore by streetcar, taking in the scenery and culture of the Grand Bazaar, Hagia Sophia, Galata Tower and more.

"Viceroy Hotel Group is thrilled to enter Turkey with this remarkable project," said Bill Walshe, CEO. "The rich history of Büyükada gives Viceroy Princes' Islands

Istanbul a true sense of place through its exciting blend of antiquity, modernity, tradition, and an infusion of the Viceroy vibe.”

Viceroy Princes’ Islands Istanbul has been developed by Akdag Tourism and Construction Ltd., a firm renowned for its philanthropic approach and contribution to the industrialization and development of Central Anatolia in particular through its investment in construction materials and plants, as well as educational and cultural institutions. “We are very pleased and proud to present this project which has been created by an international team of dedicated experts and true artists in their field, from Bangkok to Miami, from Singapore to Berlin,” said Dr. Bahri Akdağ, CEO and Chair of Akdag Tourism and Construction Ltd. “This luxury resort will cater to discerning travelers as well as distinguished residents in the area.”

For further information please email Jane O'Shea, Vice President of Sales, Europe, Viceroy Hotel Group.

Email: jane.oshea@viceroyhotelsandresorts.com, or visit www.viceroyhotelsandresorts.com/istanbul

MEDIA CONTACT:

LFB Media Group

Contact: Erin Brunner | Crystal Ramirez

Email: EBrunner@LFBMediaGroup.com | Crystal@LFBMediaGroup.com

Phone: (646) 455-0042

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, Dubai, Panama and Turkey. 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.