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**VIRGIN HOTELS PARTNERS WITH SLATIN GROUP TO ENHANCE
GUEST EXPERIENCE FOR DISABLED TRAVELERS**

Critical Customer Service Expertise Added to Virgin Hotels Management Platform

New York, June 3, 2014 -- Virgin Hotels is partnering with Slatin Group, a leading consultant on service to the increasingly active and mobile community of travelers with disabilities. Slatin Group's focus on creating a guest experience for the disabled on par with that of the public at large is a perfect fit for Virgin's staunch commitment to innovation and to bringing the best in customer service to all of its guests.

Virgin is the first hospitality company to partner with Slatin Group at both the corporate and property level, ensuring that management's commitment to serving this important and often underserved market extends seamlessly throughout the brand. "Virgin has a long standing track record of commitment to an inclusive user experience," says Virgin Hotels CEO Raul Leal. "At Virgin Hotels, our guests are our first priority and our partnership with Slatin will allow us to deliver maximum inclusivity and ensure a seamless visit for all travelers."

Slatin Group has previously introduced its proprietary Elements of Service modular training program to hotels in New York, California, Florida, Chicago and Alaska. "We are thrilled that Virgin Hotels is recognizing the value and comfort this will bring to all of its customers," said Slatin Group founder Peter Slatin. "Once again, this brand is looking past what's been tried before to find what is really in the best interests of its customer base."

People with disabilities wield a surprising \$200-plus billion in discretionary income. Vision, hearing and mobility-impaired consumers want access to mean more than the basics of compliance, and are especially loyal to those who can answer that challenge.

About Slatin Group

Founded in 2012 and based in New York City, Slatin Group brings together a broad range of active disability professionals in a variety of fields, as well as educators and management consultants. A longtime advocate for the disabled and a noted writer on commercial real estate and design for many publications, Peter Slatin developed Elements of Service to fill the gaping holes he and many colleagues encountered when traveling at venues at all levels of service. Peter Slatin: www.slatingroup.com, (917) 584-6094, peter@slatingroup.com

About Virgin Hotels

Virgin Hotels is a lifestyle hotel brand designed to attract the same highly-valued business and leisure traveler whose loyalty Virgin has captured over the last 25 years. The aesthetic will be completely unique to the hotel industry, reflecting a stylish functional design concept that removes many of the common pain points of today's travelers. The group seeks new development and conversions of existing hotels or office properties in major urban markets. Parties interested in partnering with Virgin Hotels may contact the company at www.virginhotels.com or (212) 966-2310.

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