

FOR IMMEDIATE RELEASE

Holiday Inn Santa Monica Beach - At the Pier

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Holiday Inn Santa Monica Beach Hotel Completes Brand Relaunch

SANTA MONICA, CALIFORNIA, March, 2010 – Holiday Inn Santa Monica Beach – At the Pier has joined the fast-growing ranks of Holiday Inns worldwide in receiving the new Holiday Inn sign and seal of approval. InterContinental Hotels Group (IHG) started the major brand renewal initiative in 2007 with a mission to create a more contemporary brand image, drive consistency and increase the quality of all Holiday Inns.

The popular Santa Monica hotel completed necessary renovations well ahead of the program schedule, which is slated to reach over 3,200 hotels by the end of 2010.

Key elements of the Holiday Inn brand relaunch include:

Redesigned Brand Signage

The iconic Holiday Inn script logo has been replaced with a more contemporary and stylized look that emphasizes the brand's signature green.

Refreshed Guest Rooms and Public Spaces

Far exceeding the required renovations, Holiday Inn Santa Monica performed a complete contemporary makeover. Guest rooms now exude an inviting freshness with brand new beds and linens, flat screen 32" TVs and thoughtfully appointed furniture. Renovations extended throughout the property to the lobby, restaurant, lounge and boardroom, which have been redone in chic, modern style.

Warm Welcome

A new signature arrival – including new lighting, landscaping and design features – that creates an energized and branded sense of welcome that is universally recognizable. A decluttered front desk to promote a more efficient and interactive check-in process.

New Service Promise

A best-in-class service culture – "Stay Real" – to further ensure the team develops the behaviors and skills to best serve guests so they feel like individuals and not numbers. Leading the charge will be a newly-created position at each hotel – the Guest Experience Champion.

"We're proud to meet the new Holiday Inn brand standards and display the new signage throughout the hotel," said Leslie Minton, General Manager at Holiday Inn Santa Monica Beach. "When customers see our sign, they will know that we are committed to the highest quality stay that you can expect with the Holiday Inn Brand."

For more information about Holiday Inn Santa Monica Beach Hotel – At the Pier, call 310-451-0676 or visit the Web site at <http://www.hisantamonicahotel.com/>

About Holiday Inn Santa Monica Beach – At the Pier

Ideally located at the entrance of celebrated Santa Monica Pier, Holiday Inn Santa Monica Beach – At the Pier is the preferred option among beach hotels in Santa Monica, California. The Pier and the Third Street Promenade are within easy walking distance and Los Angeles is just a short drive away. The exclusive location is rivaled only by the hotel's renowned brand of service and style. Property features include: 132 freshly appointed rooms with complimentary high-speed Internet, Windows Restaurant and Lounge, 24-hour business center, 24-hour fitness center, heated outdoor pool with sundeck and a 320 square-foot boardroom. For more information, call 1-310-451-0676 or visit <http://www.hisantamonicahotel.com/>

About Intercontinental Hotels Group (IHG)

InterContinental Hotels Groups (IHG) [LON:IHG, NYSE:IHG (ADRs)] is the world's largest hotel group by number of rooms. IHG owns, manages, leases or franchises through various subsidiaries over 4,100 hotels and more than 600,000 guest rooms in nearly 100 countries and territories around the world. The Group owns a portfolio of well recognized and respected hotel brands including InterContinental® Hotels & Resorts, Hotel Indigo®, Crowne Plaza® Hotels & Resorts, Holiday Inn® Hotels and Resorts, Holiday Inn Express®, Staybridge Suites® and Candlewood Suites®, and also manages the world's largest hotel loyalty program, Priority Club® Rewards with 40 million members worldwide. IHG has more than 1,700 hotels in its development pipeline, which will create 200,000 jobs worldwide over the next few years.

InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales.

IHG offers information and online reservations for all its hotel brands at www.ihg.com and information for the Priority Club Rewards program at www.priorityclub.com.

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