

**NEW WAVE OF LUXURY AND STYLE REVEALED AT
SHUTTERS ON THE BEACH AS SANTA MONICA'S
PREMIER BEACHFRONT PROPERTY
REDEFINES THE BRAND AND UNVEILS ITS REINVENTION**

Raising the Bar for Luxury Hotels - Shutters Launches New Look, Services, Amenities and Technologies

Santa Monica, CA (April 2005) -- In a city that has created stars and redefined makeovers, Shutters on the Beach will surpass even the loftiest of expectations when it unveils its new look and new services this summer. Introducing a re-invention on every level from its design to exclusive new in-room concepts, upscale amenities, high-tech capabilities and custom-tailored client conveniences, Shutters on the Beach, has created a totally new standard in luxury hotels.

Shutters on the Beach has always been the ultimate hotel destination for discerning business and leisure travelers alike but now, it not only meets, but actually exceeds the highest standards and client expectations for an ultra-luxury resort hotel. "To accommodate the increasing needs of our busy clients, the challenges of ever-changing technologies and to ensure the absolute most enjoyable experience on every level, we spent the past year researching innovative design and developing new services and amenities," said Henri Birmele, General Manager. The property, one of the most exciting and vibrant places to stay on the California coastline, began its reinvention project in summer 2004 with Los Angeles-based interior designer Michael S. Smith, creating the new spa called ONE at Shutters on the Beach, and now further showcases the creative efforts of the celebrated designer in its 198 guestrooms.

Shutters on the Beach commissioned Smith to create the most luxuriously casual hotel room that would envelope the guest in a world of elegance, comfort and value. Smith infused his inventive style of mixing old-world charm with contemporary elements brilliantly interpreting the ultra-luxurious essentials Shutters clients' expect and the casual ease of beach life they covet. "Shutters offers the most magnificent backdrop for a second home – so in each room I wanted to create a space that would be well-balanced with classic, welcoming elements reminiscent of home with the casual elegance of life at the beach," said Smith.

The guestrooms at Shutters, which now feature oak hardwood floors with a rich mahogany stain, hand knotted Tibetan wool rugs, oversized desks with extra power outlets, new wireless HSIA network with desktop connections, custom designed four-poster beds, built-in 32-inch LCD TV screens, built-in bookcase with a extensive relaxation library, classic and newly released CD's and DVD's, in-room coffee maker and wine cellar, an exclusive "Beach and Bath Bar" and 10" flat screen LCD bathroom TV, provide the perfect mix of warmth fused with function. The result is a unique design balance that very few properties achieve: an ultra-luxurious hotel with a truly comfortable - almost familiar - residential feeling. This metamorphosis, which has enabled Shutters on the Beach to raise the bar in luxury accommodations, starts with its design, but offers discerning travelers so much more.

ONE, the Spa at Shutters on the Beach, is the most exclusive sanctuary along the coast of Santa Monica. It offers unique experiences and an inviting retreat to unwind for massage, facials, body treatments, manicures, pedicures and waxing – all steps from the beach. ONE promotes outer beauty and inner health with a customized menu of rejuvenating treatments created by facialist to the stars Ole Henriksen. Completed in phase one of the reinvention, the six treatment rooms and two wet rooms with built-in tropical rain showers designed for Shutters, are done in subtle tones of the sand and sea. Michael Smith created a unique space reminiscent of a vintage yacht with rich wood tones and antique portholes throughout.

Visitors who come to Shutters on the Beach can find relaxation, inspiration, revitalization and the ultimate in-room amenities, and a full range of prerequisites to ensure that guests' departures at Shutters will be stress-free. Anticipating clients' needs, Shutters on the Beach has launched Departures Services – a full range of customized items from pre-arranged airport transportation and menus for ordering pre-packaged meals to pre-printed airline boarding passes, Shutters neck pillows and luggage straps for more comfortable take-offs and worry-free flights as well as reading materials. Guest traveling by car will have the options of MapQuest driving instructions and pre-checkout refueling.

Shutters, world renowned as an arbiter of luxury beach life and style, is also set to launch Shutters Beach Style, a catalog and webtailor www.shuttersbeachstyle.com featuring specific items from the guest rooms, spa and restaurants. A well-edited collection of hand selected items reflect “beach style” living at its finest. Items include imported Italian pewter clock and bath accessories, luxurious Tresaro robes, the classic blue embroidered Shutters signature linens as well as the new bedding by Nancy Koltes of New York. Classic Blueroom Spode china, Ole Henriksen's signature face and body products as well as decorative Botticelli shell balls and sailboats are featured.

Shutters on the Beach is the finest beachfront property in Los Angeles with a new premiere level in design, luxury and service that is redefining the category of luxury hotels. With exclusive and unique touches from arrival to departure, Shutters on the Beach is the perfect stay at the ultimate beach home away from home.

Independently owned and operated by the Beverly Hills-based Edward Thomas Hotels, Shutters on the Beach is an elite hotel located on the beach of Santa Monica Bay. In addition to being a savvy business destination, the hotel is known for its inspiring interiors by celebrated interior designer Michael Smith, expansive panoramic views of the Pacific Ocean and California Coastline, comfortably elegant and intimate atmosphere, dedication to guest services and a strict policy of protecting the privacy of its “who's who” guest list. A member of *the Leading Hotels of the World*, Shutters offers two signature restaurants, One Pico and Coast Beach Café and Bar, both boasting views of the Santa Monica Beach and Pacific Ocean. ONE, the Spa at Shutters, provides the coveted services of Ole Henriksen, Hollywood's hottest skincare specialist. As the arbiter of beach living, the hotel is also the inspiration for Shutters Beach Style, a print and online catalog (www.shuttersbeachstyle.com) for purchase of gifts and accessories. Conveniently located at One Pico Boulevard, within 20 minutes of the Los Angeles Airport, Beverly Hills and Hollywood, Shutters is also within walking distance of the Santa Monica Pier and many fashionable shopping districts, fine restaurants and art galleries. For more information call (310) 458-0030; toll-free at (800) 334-9000; or log onto www.shuttersonthebeach.com.