



KARAS

LIFESTYLE HOTELS



Lifestyle hotels for the urban explorer.

Designed to satisfy your restless spirit for adventure.



OUR VISION

KARAS Hotels will expand its portfolio to include key urban markets which show strong demand from both commercial and leisure market segments. A typical KARAS Hotel will be between 150 and 250 guestrooms and reflect an authentic design that is strongly influenced by the locale and community it serves. Along with the latest innovations in technology, the KARAS management team will also emphasize a highly personalized service by a staff that is trained and motivated to address guest needs.



THE MEANING OF KARAS

KARAS is derived from the Greek name Charis, meaning great charm and grace. The name also suggests health and spirituality while being versatile, idealistic and intuitive.

The name KARAS is symbolic of one that seeks freedom, the opportunity to enjoy life, go places and do things. KARAS is adventurous and willing to take risks. New ways and new experiences are required to satisfy this restless nature. KARAS is known to be honest and fair, respect personal growth and not be tied down by tradition. KARAS thrives on creativity and originality.





THE TEAM

KARAS Hotels was launched by Eric Prevet and Carlos Lopes in partnership with Murray Holland of M.H.T. Partners in Dallas, TX. The team of industry professionals involved with the brand has a proven track record in developing and managing boutique and lifestyle hotels and are leveraging that experience to create the new KARAS brand.

The KARAS team of hospitality executives include the individuals who were the primary creative force in the establishment and expansion of these hotel management companies:

Unique Hotels

Rosewood Hotels & Resorts

Four Seasons Hotels & Resorts

RockResorts

Bel-Air Hotel Company

Marriott International

L.K. ERIC PREVETTE,
Managing Director



Mr. Prevette was president for the Resort Properties Division of The Irvine Company, which included three hotels, four golf courses and five marinas with a value of over \$1 billion and annual revenues of \$400 million.

He was also president and CEO of Olympus Hospitality Group and he co-founded Windsor Hotels and The Bel-Air Hotel Company. Mr. Prevette also served as senior VP for finance and development with Rosewood Hotels & Resorts and senior VP with Southland Financial Corporation. Mr. Prevette also worked for Price Waterhouse.

Mr. Prevette holds an MBA with a concentration in real estate and finance from the University of Texas and a Bachelor of Science degree in accounting and finance from High Point University in North Carolina.

CARLOS C. LOPES,
Managing Director



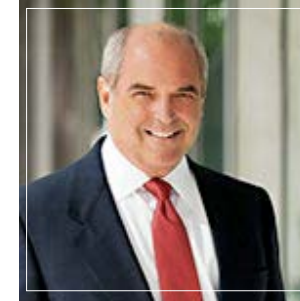
Prior to becoming a Managing Director for KARAS Hotels, Lopes served as Vice President & Managing Director of Hotel Bel-Air. Lopes served as EVP and COO of Olympus Hospitality responsible for directing hotel operations, marketing, and branding strategies for 14 Rock Resorts properties.

Lopes co-founded Windsor Hotels and The Bel-Air Hotel Company, hotel management companies to focus on improving the performance of luxury hotels. Over a period of ten years, he successfully repositioned and assisted in the sale of properties valued in excess of \$400 million – and entered into management agreements for six hotels in Europe and Mexico based on brand equity of the company's flagship property, the Hotel Bel Air.

He was appointed as a senior Vice President at Rosewood Hotels and responsibilities included operations, centralizing marketing and distribution initiatives. He also oversaw the repositioning of Hotel Bel-Air and Hotel Hana Maui and directed the Grand Opening and serve as committee chair for the launch of Hotel Crescent Court in Dallas.

Mr. Lopes was born in Portugal, graduated with a liberal arts degree from Sir George William University in Montreal Canada.

MURRAY HOLLAND,
Managing Director



In addition to his position with KARAS Hotels, Mr. Holland is a Managing Director of MHT MidSpan, a Dallas-based Investment Banking firm specializing in mid-cap mergers and acquisitions and corporate finance.

Mr. Holland has over 30 years of experience in finance and business management


Mr. Holland was Chairman and CEO of BTI Americas, which, during the 1990's, was the second largest travel agency in the United States with \$3 billion in annual bookings.

Mr. Holland was Chairman and CEO of Convergent Media Systems and Convergent Group Corporation, both of which were in the technology businesses. He was also Managing Director of Kidder, Peabody & Co., New York, New York, a buldge bracket investment banking firm.

Mr. Holland is a graduate of Washington and Lee University (B.S.), Washington and Lee University School of Law (J.D.) and the University of Virginia Business School (M.B.A.).



WHAT WE DO



Established in 1987 as Unique Hotels, KARAS Hotels is an hotel investment and management company with the primary objective to create investment value and above average returns for our investors. KARAS acquires underperforming properties in key urban markets and reinvents them as a KARAS lifestyle hotel.

The company has a distinguished history of developing and managing some of the finest hotels in the United States, Europe, Mexico and the Caribbean.

Properties include: Cap Juluca in Anguilla, Hotel Bel-Air in Los Angeles, California, The Island Hotel in Newport Beach, CA, Pelican Hill Resort in Newport Beach, CA, La Posada in Santa Fe, NM, L'Auberge Del Mar, Hotel Grand du Cap Ferrat in St. Jean, Cap Ferrat, France, Cuisinart Resorts in Anguilla, BWI, Hotel Careyes and El Tamarindo in Jalisco, Mexico.

HOTEL MANAGEMENT

The company's expertise in managing boutique lifestyle hotels started with the launch of The Mansfield, The Shoreham on 55th, the Roger Williams and the Hotel Wales in New York City.

Our success in redeveloping and repositioning hotels is attributed to hands on management, operational efficiencies, measurable marketing activities and integrated social media initiatives.



AREAS OF EXPERTISE

The KARAS Team has extensive experience in a broad range of disciplines.

REPOSITIONING

FINANCE

ACQUISITION




RENOVATION

OPERATIONS

MARKETING



THE KARAS GUEST



The KARAS guest has an interest in the world and a desire to experience different locations and cultures; they are urban explorers who enjoy informed wandering based on information collected by their peers. They enjoy the culinary world and have an appreciation for design, style, fashion, literature, art and music.

They have achieved enough success in life that they are confident, well traveled and move easily in the world. The KARAS guest is social and connected and comfortably shares many elements of their lives. They are participatory and inquisitive and have high expectations from the brands they support.

S U C C E S S E S

KARAS Hotels and its principals have successfully created investment value.

The company's management team has a record of developing and operating very successful hotels and resorts. Some of these properties include:

Hotel Bel-Air, Los Angeles, CA

Pelican Hill Resort, Newport Beach, CA

Grand Hotel du Cap Ferrat, France

Grand Hotel du Cap Ferrat, France

Cap Juluca, Anguilla, B.W.I.

La Posada, Santa Fe, New Mexico

The Cuisinart Resort, Anguilla, B.W.I.

The K Club, Barbuda, Antigua

L'Auberge Del Mar, Del Mar, CA

The Island Hotel, Newport Beach, CA

Biras Creek Resort, Virgin Gorda, B.W.I.

El Careyes, Jalisco, Mexico

The Shoreham Hotel, New York, NY

The Roger Williams Hotel, New York, NY

The Mansfield Hotel, New York, NY

The Equinox, Manchester, VT

Cheeca Lodge, Islamorada, FL



ACCOLADES

No. 1 Hotel in Anguilla – US News
& World Report

No. 1 Beach Resort in the World –
Andrew Harpers Hideaway Report

10 Best Beach Hotels in the
World – Coastal Living

Best Caribbean Resort
– Conde Nast Johansens

Forbes Five Star Award


Zagat – #1 Restaurant California

Award of Excellence – Wine Spectator

Certificate of Excellence – Trip Advisor

A romantic beach wedding reception table is set on a sandy shore. The table is covered with a white tablecloth and surrounded by white Chiavari chairs with white cushions. Two large, tall floral centerpieces in clear vases are the focal point, featuring a mix of pink, purple, and white roses with greenery. The table is set with white plates, silverware, and glassware. In the background, the deep blue ocean stretches to the horizon under a clear sky. A champagne bucket on a stand is visible on the right side of the table.

THE KARAS EXPERIENCE



Signature elements include stylish, comfortable and functional design in all public areas with an emphasis on creating spaces that encourage socializing and guest interaction. KARAS Hotels embrace local design and culture in order to deliver an authentic experience for leisure and business travelers. We provide the KARAS guest a hotel experience that is service personalized, tech savvy and design centric.

Each KARAS Hotel will be an integral part of the community and will serve the local area as well as visitors with ongoing culinary and cultural events as well as extensive information about local activities such as concerts, sporting events and local celebrations.

DEVELOPMENT PLAN





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