



FOR IMMEDIATE RELEASE

**VIKRAM CHATWAL HOTELS APPOINTS MICHAEL LINDENBAUM
VICE PRESIDENT OF OPERATIONS FOR HAMPSHIRE HOTELS AND RESORTS,
MANAGING DIRECTOR OF DREAM DOWNTOWN**



NEW YORK (February 10, 2011) – Vikram Chatwal Hotels has named Michael Lindenbaum Vice President of Operations for Hampshire Hotels and Resorts and Managing Director for the soon-to-open Dream Downtown property. Slated to open late spring 2011, Dream Downtown will represent a reinvigoration of the Dream brand, pairing chic-cool influences with modern elegance, all the while maintaining Vikram Chatwal Hotels' trademark combination of cosmopolitan glamour, whimsical design and top-standard services.

Lindenbaum will act as the Vice President of Operations for Hampshire Hotels and Resorts, contributing to day-to-day operations and assisting with the recently-announced Wyndham Hotel Group franchise arrangement.

In his role as Managing Director, Lindenbaum will oversee the opening and operation of Dream Downtown, located on the border of New York's lively Chelsea neighbourhood and thriving Meatpacking district. The property is currently undergoing a multi-million dollar renovation of the iconic Albert Ledner building. Dream Downtown's modernist façade will house 316 well-appointed, loft-inspired guest rooms and suites, a destination rooftop lounge and beach club, a lobby lounge and restaurant as well as innovative concept dining by Dr. Miguel Sanchez Romera.

"Having long admired Mr. Sant and Vikram Chatwal, I was thrilled to join the company as both Managing Director for Dream Downtown and Vice President of Operations for Hampshire Hotels and Resorts, says Lindenbaum. "We are building an extraordinarily talented team and have our sights set on creating a new benchmark for hospitality in the lifestyle and luxury market.

Lindenbaum's career in the hospitality industry spans almost two and a half decades where he developed a niche for opening hotels for Gotham Hospitality, HK Hotels, Gansevoort Hotel Group and Richard Born and Ira Druckier. Along with his extensive background in hospitality, Michael collaborated on numerous feature films during his time at Warner Bros. Studio as a creative executive under directors Joel Schumacher and Renny Harlin. Lindenbaum is regarded throughout

the industry as one of the top hotel management professionals with a proven track record of taking hotels from the planning stage to unparalleled profitability.

“We are delighted to have Michael on board to spearhead this innovative new project,” said Vikram Chatwal, Founder & Visionary of Vikram Chatwal Hotels. “With his expertise, we are confident Dream Downtown will quickly become the most popular New York destination hotel.”

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About the Dream Brand:

Dream Hotels, a part of the Vikram Chatwal Hotels collection, are informed by a design philosophy that is both surreal and contemporarily chic. Located both stateside and internationally, the properties feature such whimsical design details as a labyrinthine lobby with a grand column converted into an aquarium, serene mood lighting in corridors and guestrooms, and wistful decor combining traditional and modern elements. Well-suited to the discerning traveler seeking comfort in a cosmopolitan atmosphere, Dream Hotels are remarkable for their genuine connection to each locale’s distinctive character, from New York’s thriving theatre district to the colorful streets of Bangkok. In addition, Wyndham Hotel Group has a license agreement to franchise the Dream Brand.

About Vikram Chatwal Hotels:

Vikram Chatwal Hotels is an international collection of upscale hotels in coveted destinations around the globe-from chic New York boutique properties to an alluring Bangkok retreat. Each address shares a connection to the atmosphere and energy of its city, combining intuitive high design, world-class service, unique food and beverage and modern accommodations to offer guests a truly cosmopolitan experience. www.vikramchatwalhotels.com

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