



1 HOTELS ANNOUNCES FEBRUARY 2017 OPENING FOR FLAGSHIP BROOKLYN BRIDGE PROPERTY

The Riverfront Property Offers Stunning Views of the Statue of Liberty, NYC Bridges, and Manhattan Skyline, as well as Rooftop Pool and Bar, Expansive Meeting Spaces, Full-Service Spa and Gym, and Four Dining Venues

Following Opening Date Announcement of Portfolio's Third Property, 1 Hotels will Soon Unveil Three New Developments, Including First International Location, Continuing Rapid Growth

BROOKLYN, NEW YORK, October 13, 2016 – 1 Hotels, the mission-driven luxury lifestyle hotel brand announced today that the newest addition to its portfolio, **1 Hotel Brooklyn Bridge**, is set to make its highly anticipated debut in February 2017.

Located at Pier 1 on Brooklyn Bridge Park, just south of the iconic bridge in the Brooklyn Heights neighborhood and minutes from downtown Manhattan, the 10-story sustainable ground-up development is designed by New York-based architecture studio [Incorporated](#) and will feature 194 guest rooms with sliding floor-to-ceiling windows —most offering stunning views of the East River, the Brooklyn Bridge and New York skyline—including 29 two- to six-bedroom suites and The Riverhouse, its Presidential Suite. Guests of the hotel will enjoy a full service Bamford Spa, a legendary UK-based import focused on organic treatments, a state of the art Field House fitness center, a yoga and barre studio operated by POE Yoga, and more than 20,000 square feet of meeting and event space, including a 50-seat screening room. All aspects of the hotel's design and construction will be carefully chosen to reflect 1 Hotel's commitment to environmentally responsible hospitality, built in a joint venture between Starwood Capital Group and Toll Brothers City Living.

"The 1 Hotels brand aims to show sophisticated travelers they can live well, do good, and respect the community around them while helping each other create a greener world," said 1 Hotels founder and SH Group CEO Barry Sternlicht. "As our first brand new development, 1 Hotel Brooklyn Bridge is the true realization of our vision for 1 Hotels and quite possibly the best hotel I have ever done. The Brooklyn community is known for their vitality and innovation in health, wellness and eco-friendly practices. We are incredibly excited to be a part of this thriving community."

The hotel has begun accepting reservations as of February, via its website, www.1hotels.com/brooklyn-bridge.

ABOUT 1 HOTEL BROOKLYN BRIDGE'S SPACES

Signature Restaurant by Seamus Mullen:

The hotel has enlisted Seamus Mullen, award-winning chef, restaurateur and author to conceptualize the signature restaurant, which will have an open kitchen design and wood-burning grill as part of its concept. Mullen, known for creating food that is honest, healthy and natural, will introduce a clean culinary experience, serving breakfast, lunch and dinner. He will also oversee menus for the hotel's healthy 24-hour in-room dining.

Rooftop Pool & Bar and 10th floor lounge:

The rooftop of the property will welcome hotel guests and locals to its 4,000 square-foot lush retreat of native plants. With unobstructed views of the Brooklyn Bridge and Manhattan Skyline, the rooftop will be designed both for daytime and nighttime programming, featuring:

- An invisible edge plunge pool with day beds
- A bar and lounge with rocking chairs
- Fire pits to watch the night go by while looking at the Statue of Liberty
- Open event space for private events and weddings

One floor below the rooftop, connected by a glass enclosed staircase, the hotel will unveil an indoor 10th floor cocktail lounge that will feature local craft cocktails and small bites, upon opening.

Meeting Spaces:

1 Hotel Brooklyn Bridge will include more than 20,000 square feet of flexible meeting and event space with high-tech audio/visual equipment, featuring sliding floor to ceiling windows and tree-line views of Brooklyn Bridge Park. The Meadow Rue Ballroom, located on the ground floor, features a full façade of collapsible doors and windows that open onto the park, creating a space to accommodate up to 1,000 guests.

Neighbors Cafe:

Also located on the ground level, the hotel will offer a grab-and-go café offering of seasonal, fresh items from neighborhood Brooklyn purveyors, among other signature curated items.

About 1 Hotel Brooklyn Bridge's Design:

1 Hotel Brooklyn Bridge will bring to life the brand's philosophy of honoring and protecting nature in an unmatched Brooklyn setting. According to Kemper Hyers, SVP of Design at Starwood Capital Group, the signature 1 Hotels design will be given an "industrial edge" in Brooklyn.

A testament to the strength of Brooklyn's vibrant creative community, the property will draw upon its natural surroundings and local borough neighborhoods for design inspiration:

- Local Brooklyn artisans including, Uhuru, Bien Hecho, Harrison Green and Danielle Trofe, will incorporate native greenery and reclaimed materials for dynamic art sculptures and a massive living green wall in the lobby

- The design of the hotel will make extensive use of regional and reclaimed materials, including original heart pine beams from the former Domino Sugar Factory, walnut from the Brooklyn Botanical Gardens and pine flooring from the Old Crow Distillery in Kentucky
- Rooms will feature native trees and filtered water taps, and public spaces will incorporate nature on display as art throughout the hotel, similar to the brand's 1 Hotel South Beach and 1 Hotel Central Park properties

1 Hotel Brooklyn Bridge's Commitment to the Environment:

As with every 1 Hotel, 1 Hotel Brooklyn Bridge is committed to sustainability and protecting the environment. The property is being built under LEED® guidelines, and will boast a LEED Dynamic Plaque™. 1 Hotel Brooklyn Bridge will operate its own rain-water reclamation system and feature low-energy lightbulbs, a triple-filtered water purification system, in-room recycling bins and fresh dining offerings.

In addition to the opening of 1 Hotel Brooklyn Bridge, 1 Hotels is working on the development of three new sustainable properties, including its first international location, which will be announced in the upcoming weeks.

Community Events at 1 Hotel Brooklyn Bridge:

1 Hotel Brooklyn Bridge's wide range of spaces set the stage for its calendar of cultural programming, which will be open to both hotel guests and the local community. Each event will be meant to connect the property with the surrounding community, whether through book launches for Brooklyn authors, rooftop yoga, the brand's own Dark Sky parties – an event held at all properties nationally, in celebration of the moon's new phase, including tarot readers and other mystical touches – indie movie screenings, workshops with local artists, or group meditations. The 1 Hotel Brooklyn Bridge mindful philosophy carries beyond programming for guests and locals through to employees, with a focus on enlisting its staff, the "1 Team," to participate in community service with local community partners.

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About 1 Hotels

As a luxury lifestyle hotel brand inspired by nature, 1 Hotels cultivates the best of eco-conscious design and sustainable architecture, together with extraordinary comfort and an unrivaled level of service. 1 Hotels, which launched in 2015 with the opening of exclusive properties in Miami's South Beach and Manhattan's Central Park and is followed by the upcoming Brooklyn launch in early 2017, is inspired by a simple idea: those that travel the world also care about it. 1 Hotels upholds this vision by channeling nature through design and culinary partnerships, while connecting with the local community and taking sustainable steps to make a big difference. Additional information can be found at www.1hotels.com

About SH Group

SH Group, an affiliate of global private investment firm Starwood Capital Group, is a hotel brand management company that operates 1 Hotels and Baccarat Hotels. A nature-inspired life-style brand, 1 Hotels are located in Manhattan, Miami's South Beach and opening in 2017, Brooklyn. Baccarat Hotels & Resorts is a luxury brand with its flagship property in New York and another project under development in Doha. Leveraging its marketing, design, operational and technological expertise, SH Group is the force behind some of the most groundbreaking and dynamic hotel brands in the world. SH Group also provides

real estate brokerage services including leasing, rental, and management of condominiums, apartments, villas and residential homes.

About Toll Brothers City Living

Toll Brothers City Living is the urban development division of Toll Brothers, Inc., the nation's leading builder of luxury homes and a Fortune 600 Company. Toll Brothers City Living has crafted a beautiful collection of distinctive city residences in some of the most dynamic urban markets in the nation. Each community offers spectacular amenities, and unequalled services that accentuate a lifestyle of luxury. Toll Brothers proudly supports the communities in which it builds; among other philanthropic pursuits, the Company now sponsors the Toll Brothers – Metropolitan Opera International Radio Network, bringing opera to neighborhoods throughout the world.

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