



COMMUNE HOTELS & RESORTS INTRODUCES TOMMIE: THE EVOLVED DESTINATION

SAN FRANCISCO – MAY 29, 2013 – Commune Hotels & Resorts announces its launch of Tommie, a value-conscious brand created to appeal to the youthfully minded global traveler. With Tommie, Commune introduces its first new brand, borne from the savvy of Thompson Hotels and the playful approachability of Joie de Vivre, defining utilitarian chic.

“Tommie will be a ground-breaking and accessible addition to Commune’s collection of brands,” said Niki Leondakis, CEO of Commune Hotels & Resorts. “Offering value without compromising basic amenities in the lifestyle sector, Tommie will be the perfect complement to Thompson and Joie de Vivre, and is positioned to become the blueprint for the next evolution of hotels in gateway cities.”

Tommie will feature ergonomic, smartly designed, space efficient “crash pads”, meeting spaces that serve as incubators for productive minds, and casual communal dining experiences. The public lounges, called Reading Rooms, will promote gathering and socializing with games and curated programming. While a “help yourself” attitude and the efficiency of technology prevail via self check-in, eclectic retail and a gourmet grab-and-go marketplace, Tommie’s selective service philosophy is still personable and accessible, representing the warmth that both Thompson and JdV are known for. Concepted around the beauty in simplicity rather than decadence and excess, Tommie celebrates efficiency for the guest’s benefit.

“Tommie is about stripping away the non-essentials to create a functional efficiency. Everything is beautiful, but also has a purpose,” said Jason Pomeranc, co-chair of Commune Hotels & Resorts and founder of Thompson Hotels. “We are creating hotels that will appeal to youthful, design savvy, connected, and discerning travelers seeking responsible and immersive experiences. Tommie will be a choice, not of economy but of desire.”

Cube Capital, KSNY, Eagle Point Hotel Partners and Simon Development are developing the Tommie’s 250-room location on 31st Street in Manhattan, and Cube Capital and Eagle Point Hotel Partners are developing the 329-room West SoHo location, both of which are slated to open in early 2015.

“Tommie is a significant advancement in the continued growth of our company,” said John Pritzker, co-chair of Commune. “This brand represents an experiential merging of the best attributes of our two brands.”

Tommie's New York debut will be followed by locations in Asia, Europe and other key domestic markets. For more information, please visit www.tommiehotels.com.

About Commune Hotels & Resorts:

In June of 2010, Geolo Capital, a private equity firm founded by John Pritzker, purchased a majority stake in Joie de Vivre Hospitality with plans to expand the brand beyond its California portfolio. The following year, Geolo Capital and New York's Pomeranc family merged their hospitality interests to form Commune Hotels & Resorts. The resulting merger combined thirty-three boutique hotels operated by Joie de Vivre Hospitality with the twelve luxury Thompson Hotels to form an international collection of lifestyle properties. Since the formation of Commune Hotels & Resorts, the company has announced its acquisition of and/or management of the iconic 5 Beekman in New York's financial district, Chicago's historic Chicago Athletic Association, Thompson Chicago (formerly Sutton Place Hotel), the Miami Roosevelt and the Epiphany in Palo Alto, California, among others. For more information, please visit www.communehotels.com.

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