



Planning to Check-in With the London EDITION Hotel

Marriott International Acquires and Will Redevelop Historic Berners Hotel in London

LONDON, Nov. 8, 2010 /PRNewswire-FirstCall/ -- Just weeks after the grand opening of the first EDITION hotel in Hawaii, Marriott International (NYSE: MAR) today announced the acquisition of the historic Berners Hotel in London that will be renovated over the next 18 - 24 months to become The London EDITION. The new boutique EDITION brand was conceived by Ian Schrager in partnership with Marriott International. It combines the personal, intimate, individualized and unique lodging experience that Ian Schrager is known for, with the global reach, operational expertise and scale of Marriott.

Marriott acquired the hotel from the previous owner (in administration). Jones Lang LaSalle Hotels marketed the hotel on instruction of the property's administrators. The hotel has been closed since 2006 and was placed in administration in August 2010. In partnership with Mr. Schrager, Marriott plans to completely redesign and redevelop the property before its grand opening as a new EDITION hotel.

"We are delighted to acquire Berners. It is a perfect property for an EDITION hotel in London. With its great location, beautiful facade, the building is a perfect canvass for creating a true work of art," said Arne Sorenson, president and chief operating officer, Marriott International.

Bringing his original vision, passion and commitment to create something truly special in collaboration with Marriott, Ian Schrager added, "I am thrilled to be returning to London for an incredibly special and historical building like Berners Hotel. I am excited and passionate about creating an authentic and original experience for this special EDITION hotel in this gateway city."

Earlier this year, Marriott also acquired the Seville Hotel in Miami Beach to redesign and redevelop into an EDITION hotel. As part of Marriott's longstanding business strategy, the company expects to manage the hotels under long-term agreements after selling them over time to third-party owners. Marriott expects to open the brand's second property, The Istanbul EDITION, in the first half of 2011.

The historic Berners Hotel dates back to 1835. The property originally was comprised of five residential houses and was ultimately converted into a hotel. The layout includes a basement, ground and seven upper floors, and incorporates original architectural features, such as ornate ceilings and a marble-clad reception area.

The new London EDITION Hotel will be located on Berners Street, in the city's Fitzrovia neighborhood. This historically bohemian area was once home to writers, including Virginia Woolf, George Bernard Shaw and Arthur Rimbaud. Today, it is London's media and advertising hub. The heart of Fitzrovia is Charlotte Street with its numerous excellent restaurants, boutiques and galleries that will be just minutes from the hotel. Also within walking distance will be the British Museum, Theatreland and Soho.

Visit Marriott International, Inc. (NYSE: MAR) for company information. For more information or reservations, please visit our web site at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com.

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