



THE DOYLE COLLECTION

December 2nd

A NEW IRISH COLLECTION IS UNVEILED

***- Jurys Doyle Hotel Group reveals new name and brand identity
for its 11 luxury hotels, in addition to capital investment programme -***

Jurys Doyle Hotel Group Ltd today (2nd December) unveiled its new brand identity and announced the withdrawal of the Jurys Doyle brand from the market with immediate effect. The new International Luxury Hotel Group will be known as *The Doyle Collection*; a portfolio of eleven truly individual hotel experiences, in six major international cities in Ireland, the UK and the United States.

The roll-out of the new brand identity will see each individual hotel re-named and re-launched. This announcement is the culmination of an ongoing capital investment programme of more than Euro 200 million, which will see a complete refurbishment of nine of the eleven *Doyle Collection* properties, as well as the repositioning of the hotel group into the luxury five star category.

Commenting on the unveiling of the new name and launch of the new brand identity in The Westbury Hotel today, Bernie Gallagher, Chairman of *The Doyle Collection* said: *'The creation of The Doyle Collection signals a new dawn for our organisation. Building on the Doyle family approach to hospitality, founded by my father PV Doyle in 1964, our new identity reflects a long tradition of excellent service, but also embodies the spirit of the new luxury hotel group we are becoming, delivered in each of our 11 luxury city hotels. A contemporary design ethos of simple, understated luxury has driven our three year intensive refurbishment programme and, as the physical structures are changing, so too is the way we think about the evolution of service and the positioning of our new brand.'*

The company has developed ambitious plans to grow revenues at *The Doyle Collection* and the Group will compete exclusively in the luxury segment of the market.

Commenting on the Group's growth plans, CEO Bill Walshe said: *'Although there is no doubt that the current economic conditions are challenging, we are convinced that our focus on the creation of highly individual, centrally located luxury hotel experiences, built around the evolving tastes of our guests, will be the driver of repeat business and future growth. Each of the hotels in The Doyle Collection has a different character, but all have a common aim – to provide our guests with a modern interpretation of extraordinary hospitality and expert service that only a hotelier with decades of experience can consistently deliver.'*

Walshe concluded: *"Our membership of the Global Hotel Alliance (GHA), an alliance of luxury individual Hotel Groups will also contribute significantly to the realisation of our growth plans and positions us among the worlds' most recognisable luxury hotel brands.'*

The new website www.doylecollection.com also goes live today with full reservation functionality and the first Ireland & UK hotels will be rebranded by January 31st 2009, starting with The Westbury Hotel in Dublin and followed by The Marylebone Hotel in London.

ENDS

For reference:

Martha Kavanagh / Laura Mannion

Drury Communications

Tel: 01 260 5000 / 087 646 2006 / 087 294 9302

Notes to Editors:

The first Jurys Hotel was founded by William Jury in 1839 at No.7 College Green in Dublin and the Group has traded as leading Irish hoteliers ever since. The Doyle Group was founded in 1964 by PV Doyle and was Ireland's largest privately owned and managed hotel company, with a presence on two continents, in three capital cities (Dublin, London and Washington DC), including the Westbury Hotel in Dublin.

In 1999, Jurys Hotel Group plc acquired the Doyle Hotel Group. The group was taken private in 2005. The Jurys Inns division of the business was subsequently sold to Quinlan Private in 2007 and continues to trade under this brand.

The Doyle Collection now comprises eleven luxury hotels in six cities in Ireland, the UK and the US. The re-launch of the organisation marks the evolution of the company in keeping with PV Doyle's original vision and is delivered by the next generation of the Doyle and Beatty families.

In June 2008, *The Doyle Collection* was accepted as a member of the Global Hotel Alliance and will formally become a member in January 2009.

The Doyle Collection's 11 hotels have a total of 2,300 rooms with approximately 1,087 employees at the following locations:

Dublin

The Westbury Hotel (name remains unchanged)

The Croke Park Hotel (previously Jurys Croke Park Hotel)

Cork

The Cork Hotel (previously Jurys Cork Hotel)

London

The Marylebone Hotel (Previously Jurys Clifton Ford Hotel)

The Great Russell Hotel (Previously Jurys Great Russell Street Hotel)

The Kensington Hotel (Previously Jurys Kensington Hotel)

Bristol

The Bristol Hotel (Previously Jurys Bristol Hotel)

Boston

The Back Bay Hotel (Previously Jurys Boston Hotel)

Washington DC

The Normandy Hotel (Previously Jurys Normandy Inn)

The Dupont Hotel (Previously Jurys Washington Hotel)

The Courtyard by Marriott (name remains unchanged)

A note on the Global Hotel Alliance:

The GHA, which was created in 2004, is the world's largest alliance of luxury independent hotel groups and is all about offering greater choice and enhanced recognition to customers in its collection of hotels, managed by individual, regional brands that are respected in their home markets for reflecting and respecting local traditions and culture through their hotels' products and services.