

## PARA DIVULGAÇÃO IMEDIATA

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### MORGANS HOTEL GROUP LAUNCHES ONLINE MAGAZINE "BACK OF HOUSE"

*An Inside Look at Exclusive Parties, Cultural Happenings and the Pulse Behind Morgans Hotel Group*

**NEW YORK, NY** – Morgans Hotel Group Co. has developed a new, branded online magazine called **Back of House**. Staying true to Morgans Hotel Group's spirit of storytelling, *Back of House* will be a highly visual experience that offers a behind the scenes glimpse into the world of design, art, fashion, music, food and nightlife. The magazine will give Morgans Hotel Groups' partners, brand advocates, artists, and celebrities the opportunity to contribute stories on what inspires and moves them. Hotel and corporate employees will also give readers an inside look into the brand's properties and share stories, tips and suggestions that will enhance guest experiences before, during and after their stay.

Morgans Hotel Group will partner with tastemakers and industry experts during high profile events such as Fashion Week, London Design Week, Frieze Art Fair, Art Basel and Awards Season to provide special insider access. These special guest contributors will provide unique content to the magazine and social media channels including backstage photos, exclusive interviews with artists, models, designers, chefs, as well as behind the scenes footage. Upcoming features will include an exclusive interview with renowned contemporary artist Marilyn Minter, an intimate video interview with painter Beatrice Boyle and a special photo feature from famed photographer Michael Mundy.

In order to enhance guest experiences, Morgans Hotel Group will rely on its strong relationships with expert hotel concierges and continued partnership with *UrbanDaddy* to unveil a new version of *The List*, Morgans Hotel Group's curated city guide. This edition will showcase an exclusive handpicked list of the very best in food, bars, shopping and must-sees in each region. In addition to *The List*, *Back of House* will unveil a new nightlife calendar featuring Morgans Hotel Group's hottest parties and events including day and night pool parties, top DJs and live music events. Viewers will have the ability to RSVP, purchase tickets, view photos, and provide interactive feedback through Morgans Hotel Group's social media platforms.

*Back of House* will also have dedicated internal contributors including Adam Shopkorn, Morgans Hotel Group's Cultural Ambassador, Alan Phillips, Vice President of Food & Beverage, and Victor LaPlaca, Executive Chef at Isola Trattoria & Crudo Bar.

*Back of House* content will be updated daily to provide fresh, relevant material and stay current with the ever-changing cultural scene. The magazine will provide the ability for readers to interact and contribute through social media platforms such as Facebook, Four Square, Instagram and Twitter utilizing hashtag #iwentBoH

To view Back of House, visit [backofhouse.morganshotelgroup.com](http://backofhouse.morganshotelgroup.com)

### SOBRE MORGANS HOTEL GROUP

Morgans Hotel Group Co. (NASDAQ: MHGC) é amplamente reconhecido como o criador do primeiro hotel "boutique" e continua sendo líder do setor. O Morgans Hotel Group opera o Delano em South Beach e Marraqueche, Mondrian em Los Angeles, South Beach e Nova York, Hudson em Nova York, Morgans e Royalton em Nova York, Shore Club em South Beach, Clift em San Francisco, Ames em Boston, Sanderson e St Martins Lane em Londres. O Morgans Hotel Group tem participação como sócio e também é proprietário de vários desses hotéis. Morgans Hotel Group tem operações de outros bens em vários estágios de finalização, incluindo propriedades do Delano em Las Vegas, Nevada; Cesme, Turquia e Moscou, Rússia; as propriedades do Mondrian em Londres, Inglaterra; Istanbul, Turquia; Doha, Qatar e Nassau, Bahamas; e Hudson em Londres, Inglaterra. O

Morgans Hotel Group também possui uma participação de 90% no The Light Group, companhia líder de alimentos e bebidas. Para mais informações, visite [www.morganshotelgroup.com](http://www.morganshotelgroup.com).