

FOR IMMEDIATE RELEASE

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Brazil's Top DJs Are Back for More - Rio Saturdays @Mondrian South Beach WMC Edition

Miami Beach, FL (January 2013) – As Miami Beach is getting ready to welcome the world's music industry to its shores for Winter Music Conference (WMC) and Ultra Music Festival in March, Morgans Hotel Group has secured Brazil's premier electronic music DJs to perform once again at Mondrian South Beach on Saturday, March 23rd.

"WMC and Ultra are dance music's counterpart to the Cannes Film Festival; for ten non-stop days and nights the top artists from around the world will be spinning their mixes in our hometown," said Alex Novo, General Manager of Mondrian South Beach. "After last year's successful Rio Saturdays @Mondrian WMC Edition, we couldn't pass up the chance to collaborate again with Plus Talent and CR2 Records to showcase their hot and emerging acts from Brazil. This year we will bring to Mondrian an unstoppable line-up and deliver South Beach's best pool party!"

Back for a repeat performance, renowned Brazilian artist Mario Fischetti and special guest, UK's very own spin master, MYNC will headline the event said Novo. Their collaboration, *LIVE Ibiza to Brasil* catapulted straight into the Brazilian top three album charts last year and together they continue to be ambassadors for house music worldwide. Aside from Fischetti, Rio Saturdays @Mondrian WMC Edition will feature other well-known Brazilian DJs such as Marcelo CIC, Diego Moura, and Leo Janeiro. The festivities will begin poolside at 1 p.m. and will have guests dancing well into the evening to the creative beats of this stellar group of talent.

"Mondrian South Beach is an incredible stage for our artists to perform; it is relevant, trendy and hip." said Edo Van Duyn, Director of Plus Talent. "The previous pool party had an incredible turnout where hotel guests, Miami locals and conference participants enjoyed a truly unique and dynamic musical experience. Fischetti & MYNC are known for producing memorable live shows... You do not want to miss this one!"

WHEN/WHERE

Saturday, March 23rd
Poolside party begins at 1 pm and will continue until the music stops spinning

WHERE: Mondrian South Beach, 1100 West Ave

To accommodate music lovers traveling to Miami Beach during WMC and Ultra, Morgans Hotel Group has a special offer for all three Miami properties: Delano, Mondrian South Beach and Shore Club. Book online – www.morganshotelgroup.com – or through your travel agent and receive accommodations for two, continental breakfast, complimentary Wi-Fi and 20% off spa services. The package code is PKPLAY for all properties and is open for bookings between March 6-31, 2013.

ABOUT WINTER MUSIC CONFERENCE

Winter Music Conference, in its 28th consecutive year, is one of the most publicized annual music gatherings in the world. A pivotal platform for the advancement of the industry, WMC attracts thousands of artists and music industry delegates from 70 countries and over 100,000 event attendees each year for a concentrated schedule of more than 500 events, parties, seminars and workshops. For more information, visit www.wintermusicconference.com

ABOUT ULTRA MUSIC FESTIVAL

As the world's most famous outdoor electronic music festival, ULTRA has won "Best Music Event" by the International Dance Music Awards (IDMA) six consecutive years, from 2005 to 2011, "Best International Dance Music Festival" by the Ibiza DJ Awards in 2008 and "Best Festival" by the Village Voice Media New Times consecutively five years running from 2005 through 2009. ULTRA is unrivalled by consistently presenting the world's greatest, most diverse EDM line-ups year after year. In 2013 it enters its 15th year in existence, becoming the first ever EDM festival to expand to two weekends with dates set for March 15, 16 and 17 and March 22, 23 and 24. A global brand, ULTRA WORLDWIDE takes place on 4 continents in 7 countries; Argentina, Brazil, Chile, Europe (Croatia), Ibiza, Korea, Miami. For more information, visit www.ultramusicfestival.com

ABOUT MORGANS HOTEL GROUP

Morgans Hotel Group Co. (NASDAQ: MHGC) é amplamente creditado como o criador do primeiro hotel "boutique" continuando líder do setor da indústria de hotel boutique. Morgans Hotel Group opera Morgans, Royalton e Hudson, em Nova York, Delano e Shore Club, em South Beach, Mondrian, em Los Angeles, South Beach e Nova York, Clift em San Francisco, Ames em Boston, Sanderson e St Martins Lane em Londres, e um hotel em Playa del Carmen, México. Morgans Hotel Group tem participações d propriedade ou possui vários desses hotéis. Morgans Hotel Group tem outras transações de imóveis em vários estágios de finalização, incluindo Delano e Mondrian em Marrakech, Marrocos; Hudson e Mondrian em Londres, Inglaterra; Delano em Cesme, na Turquia, e em propriedades do Mondrian em Istambul, Turquia; Doha, Qatar e Nassau, Bahamas. Morgans Hotel Group também possui um controle de 90% no grupo Light, empresa líder no segmento de gastronomia em estilo de vida e bebidas. Para mais informações, visite www.morganshotelgroup.com

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