

For Immediate Release

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Summer time in South Beach Brings Shore Club and Brazil's Poko Pano Together

Miami Beach, FL (July 2013) – As summer begins to sizzle in Miami, the fashion world will turn its focus to the white sands of South Beach to see what is in store for the swimwear industry in 2014 during Mercedes-Benz Fashion Week. In the true spirit of Experiencing South Beach, Shore Club will bring inside its doors one of the world's most recognizable bathing suits brands, Brazil's Poko Pano.

"Poko Pano will temporarily be setting up shop at Shore Club during Swim Week and we couldn't be happier for our guests," said Lucy Martin, GM of Shore Club. "The Pop-Up Store will have the unique designs that made Paola Robba a name in this industry. Her suits offer whimsical, mix/match prints and fashion forward styles, while staying true to its Brazilian Heritage." The store will not only delight guests but locals alike who want to exude the sex appeal, sexiness and exotic flavor of the Brazilian culture.

Martin said Poko Pano has a loyal customer base throughout the United States and around the world. The brand which features bikinis in barely-there and more traditionally cut bottoms, figure enhancing push-up tops, sexy one-pieces, retro-inspired styles and cover-ups also is a celebrity favorite that can be found in magazines such as Vogue, Elle, InStyle, Marie Claire and Sports Illustrated Swimsuit Edition. Celebrity fans include Kim Kardashian, Janet Jackson, Angie Harmon, LeAnn Rimes, Jessica Simpson and Beyoncé.

The Poko Pano Pop-Up Store will be open from July 18-23 from 3 p.m. to 7 p.m. at Shore Club. Not only will guests and locals have a chance to purchase the latest and newest designs, but might also run into the designer herself, Paola Robba, the brains behind this sexy operation. Poko Pano's debut in the fashion world came in 2002 when the company was invited to Sao Paulo Fashion Week, one of the most renowned fashion shows in the world. Robba continues to present her newest collections in Miami and Sao Paulo each year, as her designs continue to capture audiences around the world.

Mercedes-Benz Fashion Week will be bringing not only the fashion industry to Miami Beach, but also guests to Shore Club. Right in line with Morgans Hotel vision of refining the basic ideas and striving to reinvent the hotel experience, the Pop-Up Store and Experience South Beach Package will provide guests with a strong connection to the city, said Martin. "We create

a vibe that makes our guests want to live every moment more intensely. We dare, others follow.” The package will help satisfy our fashion-forward guests’ passions for differentiated experiences. Those staying at Shore Club are guaranteed authentic, fun and original experiences while in South Beach during the month of July.

Experience South Beach - Special package from \$329* (Includes a \$100 daily hotel credit at Delano South Beach, \$50 daily hotel credit at Shore Club or Mondrian South Beach, continental breakfast for two daily and wireless high-speed internet access. For reservations please call [800 606 6090](tel:8006066090) within the United States, 00 800 4969 1770 international or visit <http://www.morganshotelgroup.com/en-us/email-special-offers/south-beach-experience.>)

*Based upon availability. Valid through September 31, 2013.

ABOUT MORGANS HOTEL GROUP

Morgans Hotel Group Co. (NASDAQ: MHGC) is widely credited as the creator of the first “boutique” hotel and a continuing leader of the hotel industry’s boutique sector. Morgans Hotel Group operates Delano in South Beach and Marrakech, Mondrian in Los Angeles, South Beach and New York, Hudson in New York, Morgans and Royalton in New York, Shore Club in South Beach, Clift in San Francisco, Ames in Boston and Sanderson and St Martins Lane in London. Morgans Hotel Group has ownership interests or owns several of these hotels. Morgans Hotel Group has other property transactions in various stages of completion, including Delano properties in Las Vegas, Nevada; Cesme, Turkey and Moscow, Russia; Mondrian properties in London, England; Istanbul, Turkey; Doha, Qatar and Baha Mar in Nassau, The Bahamas; and a Hudson in London, England. Morgans Hotel Group also owns a 90% controlling interest in The Light Group, a leading lifestyle food and beverage company. For more information please visit www.morganshotelgroup.com.