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PRESSRELEASE

CSA Selected as Agency of Record for The West Paces Hotel Group

New York, NY, March 6, 2006 – Carbone Smolan Agency has been chosen to be the agency of record for The West Paces Hotel Group and their initial hotel venture, Capella. CSA is tasked with building and positioning the new brand in the ultra-luxury market. As the global upscale hotel market has gained revenue, it has become crowded with so-called luxury properties that are, in fact, less than luxurious. West Paces and Capella seek to change that view: the goal is to create extravagance in a comfortable, home-away-from-home atmosphere, catering to a select group of clients throughout the world.

Conceived by Horst Schulze, a legend in the hospitality industry known for his success with the Ritz-Carlton, West Paces and, in particular, Capella seek to break new ground in the specialized hospitality and service market. The brand is about magnificence, but never in an ostentatious manner. Guests can expect not only a comfortable getaway but also one that is spectacular, with unparalleled architecture, design and service. Capella's destinations are located in the US, Mexico, the UK and Europe, with more to follow.

CSA will partner with West Paces to strategically establish areas of brand consistency while still allowing for each individual property to have it's own look and feel. Designing a brand that will grow immensely over a relatively short amount of time is a particular challenge. Anticipation of the evolution of Capella, and the changing market, is key to the success of the brand. CSA looks forward to working with West Paces as it takes its place at the forefront of the hospitality industry.

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Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie's, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit www.carbonesmolan.com.

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