

Nob Hill's Stanford Court Hotel Announces Plans for a Cultural Transformation in 2014

Iconic San Francisco Hotel to Debut Exciting Enhancements Including Sleek New Lobby Design, Cocktail Program Featuring Local Purveyors, Installations by Bay Area Artists, and State-of-the-Art Tech Bar

December 19, 2013 - The Stanford Court, recently under new, independent management, today announced plans for the 393-room hotel, located atop San Francisco's famed Nob Hill, to undergo a cultural transformation over the course of 2014. The new Stanford Court will showcase a San Francisco-centric approach to the art of hospitality, offering guests an authentic lifestyle-oriented experience with a modern perspective. Earlier this month, the hotel launched a locally-sourced beverage program. Other property enhancements will include a fresh new aesthetic for the hotel lobby, high-tech amenities to enhance guests' stays, and compelling partnerships that provide insider access to the city's best cultural attractions.

The new technology-minded, contemporary design concept is already evident in the Stanford Court lobby, where a live-feed video installation relays spectacular real-time views from the hotel's rooftop camera. Acting as a visual beacon, an 80-inch flat screen TV depicts scenes of the bay and the Nob Hill neighborhood, as well as the Financial District and Telegraph Hill, including the landmark Transamerica Pyramid and Coit Tower. Stanford Court will also pay tribute to San Francisco's vibrant design community by featuring a curated display of artworks by up-and-coming Bay Area artists.

Stanford Court is committed to catering to the wants and needs of modern business travelers and tech-savvy San Franciscans. Complimentary super-fast WiFi is available property-wide and can be accessed via the lobby's courtesy iMac and iPad kiosks. Zip cars are accessible in the front courtyard, and electric car charging stations are soon to be installed. Also arriving in early 2014 will be a state-of-the-art Tech Bar, enabling guests to experience the latest gadgets to hit the ever-evolving digital marketplace.

Partnerships with local purveyors are at the forefront of a new beverage program, which launched in early December. Guests can sample a variety of local beers, wines, and spirits on tap at Stanford Court's Aurea Lounge within the lively lobby. Craft brews, from San Francisco-based Speakeasy Ales & Lagers, and regionally-sourced wines will rotate often, allowing guests to try the latest seasonal varietals available. The hotel also offers Hangar1 Vodka and St. George Spirits on tap, in addition to hand-crafted specialty cocktails designed exclusively for Stanford Court. Gourmet snacks can be enjoyed throughout the day, including local cult classics such as 479° Popcorn, KRAVE Jerky, TCHO chocolate, and Equator Coffees & Teas.

Featuring 393 spacious rooms and suites with sweeping views of San Francisco, Stanford Court is situated atop Nob Hill in one of the city's most distinguished neighborhoods. The history of Stanford Court dates to 1876, when Leland Stanford built an exquisite mansion on the site for the then-princely

sum of \$2 million. The mansion was destroyed in the fire that followed the 1906 earthquake, but the ten-foot wall of basalt and granite that surrounded the two-acre property survived, and a sizable portion of it remains today as part of the Stanford Court hotel. As governor of California, U.S. senator, and founder Stanford University, Leland Stanford was at the forefront of his era, and the new Stanford Court will pay homage to his legacy by representing the new frontier of innovation for the 21st century.

Stanford Court will remain open during its cultural transformation with ongoing enhancements unveiled throughout 2014. A revamped website, reflecting the new vision and branding of the hotel, will launch this winter. Stanford Court is located at 905 California Street in San Francisco. For reservations or more information, please call (415) 989-3500 or visit www.stanfordcourt.com.

About Stanford Court

Located atop San Francisco's famed Nob Hill at the corner of California and Powell streets, Stanford Court hotel is steps from the city's best dining, shopping, entertainment and cultural attractions. The hotel features 393 well-appointed rooms and suites, offering contemporary accommodations for leisure and business travelers seeking accessible luxury in a prime location. Stanford Court's services and amenities include free ultra-high-speed wireless Internet, complimentary Apple iMac computers and iPads in the lobby, gourmet food and drink in Aurea Lounge, a 24-hour fitness center, business lounge, and expertly-staffed concierge desk. With a storied history dating back nearly 140 years, Stanford Court sits on the historic site of renowned "Big 4" railroad mogul, university founder, and U.S. senator Leland Stanford's elaborate private mansion. Leland Stanford was at the forefront of innovation in his era, and today's Stanford Court hotel pays homage to his legacy by representing the new frontier of innovation for the 21st century. For reservations or more information, please call (415) 989-3500 or visit www.stanfordcourt.com.