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**HOLLYWOOD HOTEL- THE HOTEL OF HOLLYWOOD®
EMBARKS ON MULTI-MILLION DOLLAR RENOVATION**

**Rooms, Public Space Will Pay Homage to Hollywood Glamour,
Creative Spirit with Contemporary Yet Thoughtful Amenities**

**‘Mr. Hollywood’ Jeff Zarrinam, hotel director, Joins Forces with
Respected Interior Designer, Katy Naghavi of Atelier Katayon**

LOS ANGELES (February 9, 2015) -- Jeff Zarrinam, hotel director of Hollywood Hotel, is one of Hollywood’s foremost experts on the destination, its history and one of the most active and visionary leaders in the area. Jeff was born in Hollywood at Kaiser Permanente Hospital more than 50 years ago and makes his home in Hollywood. Jeff also works in Hollywood, is the President and CEO of Hollywood-based Zarco Hotels Inc., which owns the Hollywood Hotel, of which he is the hotel director, and is on the steering committee or board of at least eight Hollywood civic organizations.

Jeff’s fascination with Hollywood is as deep as his roots in the community. The re-established Hollywood Hotel on Vermont Avenue was built in 196 and purchased by Zarco, Inc. in 1964. Jeff has amassed many original items from the hotel’s first location on

Hollywood Boulevard. In addition to launching an aggressive renovation of Hollywood Hotel, Jeff is restoring the 31-suite Chateau Celeste, an upscale boutique hotel directly across the street from Hollywood Hotel, which was originally built in 1927.

Says Zarrinam, “The current renovation will elevate Hollywood Hotel to a more contemporary offering while paying homage to its Hollywood roots. At the same time, this refreshing allows us to comply with Green Seal specifications as we seek the Bronze, then Silver and ultimately the Gold classification.”

The 130-room Hollywood Hotel is “where all the action begins in Hollywood.” Located in the center of the entertainment capital, the vibe of this intimate hotel is one that evokes comfortable, cosmopolitan meets vintage Hollywood glamour. Steps away from shopping, world class dining and cutting edge culture, guests will be swept away by the amenities and accommodations of Hollywood Hotel.

The current refreshing includes all guest rooms, outdoor courtyard and lounge, bar, pool area and lobby and roofdeck.

The project is designed by one of Los Angeles’ most respected interior designers, Katy Naghavi, founder of the successful, Beverly Hills-based studio, Atelier Katayon.

Room Renovation:

The updated rooms, currently under construction and scheduled for completion over the next few months, will be fresh, chic and cosmopolitan. This creation is classic Hollywood style minus the clichés. There are no framed movie posters here, and not a film reel in sight. Instead, guests will indulge in stylish, modern comfort. Updated elements include light wood grain floors, down-filled duvets and pillows, interactive flat-screen TVs and modern custom-designed

furnishings. A freestanding, vintage style clothes rack and fashion-inspired artwork add a witty and glamorous touch of studio wardrobe department to the overall feel.

The new rooms' scene-stealing mix of patterns, textures and colors includes a compact but striking black and white bathroom with Waterworks fixtures and Poggessi toiletries from Tuscany. Added to the mix, guests will enjoy a selection of exquisite in-room amenities typically associated with world-class luxury brands: single serve coffee makers, waffle-weave spa robes, monogrammed bed throw, headboard-mounted, flexible reading lights and an blue tooth enabled station/alarm/clock.

Public Spaces:

Most rooms look out over the recently enhanced courtyard where guests are invited to enjoy a cocktail under the stars amidst the birds of paradise and night-blooming jasmine. This courtyard is an oasis of calm, just minutes from the 24/7 bustle of Hollywood Blvd. The pool area is being renovated to include new restrooms, expanded seating and a veranda that can be used for spa treatments or events.

Phase II: Rooftop:

Phase II of the renovation will be a breathtaking Moroccan-inspired rooftop addition featuring panoramic views of the Hollywood Hills and the city. Initial plans include a permanent bar, pool, lounge and seating areas, putting green, Billiard/ping pong tables and outdoor movie theater. But Jeff wouldn't be "Mr. Hollywood" if he were to give more of the plot away too soon...

About Hollywood Hotel – The Hotel of Hollywood

The 130-room Hollywood Hotel is one of the most reasonably priced hotels in the city and offers incredible value in a central location. Situated right in the heart of Hollywood, it's steps away from boutique shopping, world-class dining and cutting edge culture, and the closest hotel to The Hollywood Sign, Grauman's

Chinese Theater, the Walk of Fame, Griffith Park, LA Zoo, Greek theater and Mount Hollywood hiking trails. Guests can even hop on the nearby Metro and explore Los Angeles, or spend the day at Universal Studios.

Business travelers, vacationers and locals alike appreciate the hotel's state-of-the-art extras and thoughtful amenities such as free WiFi, on-site fitness center, open-air fountain courtyard, complimentary hot international breakfast buffet served daily, an outdoor pool, and unparalleled service in newly refreshed rooms and more than 5,000 square feet of flexible function space. A unique feature of the hotel is Hollywood Hotel's own Comedy Club, which brings all-star comedians to the property on a weekly basis. Hollywood Hotel is located at 1160 North Vermont Ave., Los Angeles, CA 90029. For reservations or information, call toll free 1-800-800-9733 or locally 323-315-1800, or visit www.Hollywoodhotel.net.

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