



## **CARMEL VALLEY RANCH JOINS JOIE DE VIVRE HOTELS**

### ***The Newly Renovated Resort to be Managed by California's Boutique Hotel Leader***

SAN FRANCISCO (Sept. 16, 2010) – Joie de Vivre, the California-based boutique hotel company, announced today that Carmel Valley Ranch in Carmel, Calif. has joined the collection and will be managed by the company. The 139-suite Carmel Valley Ranch is presently emerging from a tip-to-toe renovation as a completely new kind of experiential resort – a sophisticated playground for all ages.

Geolo Capital, the private equity investment arm of the John A. Pritzker family, bought The Ranch in June 2009 and has been actively engaged in the renovation and re-imagining since that time. This summer Geolo acquired a controlling interest in Joie de Vivre and as part of their strategic capital partnership agreement established an investment fund to capitalize the hotel company's growth and national expansion.

“Ever since we purchased Carmel Valley Ranch,” said John Pritzker, founding partner and director of Geolo, “we have wanted to replicate its magic and create an authentic lifestyle and experience-driven hospitality brand. Our strategic capital partnership with Joie de Vivre aligns us with a collection of hotels where each property is an original and fits seamlessly into its location. By welcoming Carmel Valley Ranch into the collection, Joie de Vivre will gain another luxury property and The Ranch will benefit from their mature infrastructure and well-established distribution channels.”

“The first time I visited Carmel Valley Ranch with John, I fell in love with the magical setting. We're thrilled to add The Ranch to our luxury portfolio so our guests and Joy of Life Club members can discover this amazing getaway which is so close to San Francisco and Silicon Valley,” said Joie de Vivre Founder and CEO Chip Conley.

Through December 31, 2010, The Ranch is offering an introductory rate of \$300 to celebrate its re-launch. In its new incarnation, Carmel Valley Ranch is the kind of place where people will come to rekindle romances, rethink companies, reunite with friends and family, and revive spirits. It's the perfect canvas: nearly 500 acres in the sunny foothills of the Santa Lucia Mountains in Carmel Valley, backing up to 4,400 acres of Garland Ranch Regional Park, nearby to Carmel-by-the-Sea, Monterey and Big Sur. Only two hours from San Francisco, and 60 miles from Silicon Valley, Carmel Valley basks in 300 days of annual sunshine.



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The Ranch's metamorphosis from a golf and tennis resort to something more magical included revitalizing the existing structures, adding new ones such as a 10,500-square-foot spa, and creating the ideal environment for play to be incorporated into every aspect of life, so that guests go home utterly relaxed and invigorated – and brimming with inspiration and great stories. The Ranch is rich with activities ranging from hiking and yoga to apiculture and wine tasting.

**About Carmel Valley Ranch**

Long known as a golf and tennis resort in an idyllic setting in the Santa Lucia Mountains, the new Carmel Valley Ranch (<http://www.carmelvalleyranch.com>) debuted in the Fall of 2010 as a completely fresh kind of experiential resort. Under the new ownership of Geolo Capital the resort has been infused with a sense of whimsy and play. On sprawling grounds shaded by ancient oaks in the foothills, where deer roam and fields of lavender abound, leisure and corporate guests are afforded ample opportunity to interact with the environment. Guests are invited to learn the art of beekeeping, challenge themselves physically on the miles of hiking trails, or join the chef in the organic garden and then in the Adventure Kitchen. The Ranch is located just inland from Carmel-by-the Sea and is an easy drive from San Francisco and Silicon Valley.

**About Joie de Vivre Hospitality**

San Francisco-based Joie de Vivre Hospitality ([www.jdvhotels.com](http://www.jdvhotels.com)) manages a portfolio of creative lifestyle businesses, including hotels, restaurants, and spas. Founded in 1987 by entrepreneur Chip Conley, Joie de Vivre is recognized for creating some of the most innovative hospitality services and products and designing one-of-a-kind properties. It is the second largest independent boutique hotel company in the country and California's largest boutique hotel collection. With more than 30 properties in the state, Joie de Vivre offers a wide range of unique urban, suburban, and waterfront boutique hotels that cater to leisure and business travelers in all market segments. Joie de Vivre hotels are located in San Francisco, Silicon Valley, Marin County, San Francisco East Bay, Carmel Valley, Big Sur, Sonoma County, Santa Cruz, Sacramento, Los Angeles, Huntington Beach, Laguna Beach, and Venice Beach.

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