



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Sabina Gault
sabina@ventureiab.com
213.381.1900 x5

**TREASURE ISLAND GOES INDEPENDENT AND SELECTS
K HOTELS FOR SALES REPRESENTATION**

K Hotels Welcomes Its Newest Member, A Legendary Las Vegas Hotel

Los Angeles, CA (June 17, 2009)- K Hotels, a collection of worldwide properties announced today the addition of **Treasure Island Hotel & Casino** (“**TI**”) to its member portfolio. **TI** was recently purchased by Ruffin Acquisition, LLC (wholly owned by Phil Ruffin). The **K Hotels** team of specialists will develop a personalized sales and marketing strategy guaranteed to improve the hotel’s return on investment and market share.

Located in the heart of Las Vegas on the central Strip, **TI** offers 2,665 rooms and 220 suites, as well as popular entertainment including resident shows: *Mystère*[™] by *Cirque du Soleil*[®] and the Sirens of **TI**[®]. Whether indulging in the latest treatment at WET – The Spa & Salon at **TI**, checking out the dynamic casino, experiencing one of eight restaurants and four lounges, or relaxing in one of the pool cabanas, **TI**’s amenities always bring people back.

“Being an established property in today’s market is not enough. We know we will need to reach out to new customers. By becoming an independent hotel & casino we have more flexibility to really shine in the hospitality world, and we are confident that **K Hotels** will introduce new clients to a unique experience in the Las Vegas market,” states Najam Khan, Executive VP and General Manager of **TI**.

“We are extremely excited to have **TI** as part of our collection. **K Hotels** will act as an extension of the **TI** sales and marketing department and work hand-in hand with them to drive new strategies and increase ROI. We pride ourselves on being a sales-focused organization and because we are an intimate size collection, we are able to provide clients with personalized attention and a targeted approach,” states Lara Weiss, Managing Director of **K Hotels**.

TI reservations and group sales will be available through the **K Hotels** website at www.k-hotels.com. Fans and first-time visitors alike will be able to take advantage of special promotions, as well as the **K Hotels** newsletter by signing up on the website. For more information on **TI**, please visit www.treasureisland.com. For more information on **K Hotels**, please visit www.k-hotels.com

###

About K Hotels

K Hotels represents a worldwide collection of independent hotels. **K Hotels** approaches each member (and traveler) with an exclusive relationship supported by professionalism, knowledge and enthusiasm. Applying direct sales strategies, personalized marketing campaigns and customized services, **K Hotels** distinguishes itself from its competitors. With the mission of growing consumer awareness and strategically defining the independent Hotels' position in each market around the world, **K Hotels** has succeeded in being a leader in its category, and providing unforgettable experiences for its members and travelers alike. View the K Hotels Collection at www.k-hotels.com or travel industry professionals search KH chain code.

About TI

Treasure Island "TI" is the AAA Four Diamond resort on the Las Vegas Strip that offers a contemporary style with a high-energy atmosphere. TI meeting and banquet space is conveniently located on the resort's second floor, easily accessible from any guest elevator. Connected by tram to The Mirage and adjacent to Fashion Show shopping mall, TI offers one of the best locations and overall values in Las Vegas. For more information, visit www.treasureisland.com.