

NEWS



PRESS RELEASE

THE LUXURY INSTITUTE NAMES THE RITZ-CARLTON HOTEL COMPANY NO. 1 LUXURY SERVICES BRAND FOR 2005

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CHEVY CHASE, Md. - December 1, 2005 - The Ritz-Carlton Hotel Company, L.L.C. was named "the most prestigious luxury brand" in the Overall Luxury Services segment for 2005 among 230 luxury services brands as rated by wealthy consumers in the United States. The study conducted by the Luxury Institute in New York City evaluated seven major services categories: Luxury Hotels and Resorts, Luxury Tour Operators, Luxury Cruise Lines, Private Jet Services Firms, Luxury Retailers, Wealth Management Firms and Full Service Brokerage Firms.

"We are deeply gratified to be the overall winner of the Luxury Institute's 2005 Luxury Brand Status Index surveys for Luxury Services," said Simon F. Cooper, president and chief operating officer of The Ritz-Carlton Hotel Company, L.L.C. "Our premiere ranking from this group of elite consumers is a wonderful recognition. The ladies and gentlemen of The Ritz-Carlton understand that as the luxury world continues to expand and grow more competitive, our future success is based on the ability to deliver a superior lifestyle experience that is exclusive and unique. On behalf of The Ritz-Carlton we are deeply honored to be named the most prestigious luxury services brand for 2005."

"The Ritz-Carlton brand stands out for its consistently superior quality and as having the best reputation among the wealthy for making customers feel special across the entire customer experience," said Milton Pedraza, CEO of The Luxury Institute. "In the Luxury Hotels and Resorts category, which is one of the most demanding of luxury services categories, a skilled competitor with enough resources can match or outperform its competitors on physical environment. Even though they deliver wonderful aesthetics, the true brand differentiators for Ritz-Carlton are its leadership, its people and its culture. Ritz-Carlton is meticulous about recruiting the best people, training them, and nurturing a service culture throughout the organization, and wealthy Americans acknowledged that in our Luxury Brand Status Index survey series in 2005."

The proprietary Luxury Brand Status Index (LBSI) is the only independent and objective measure available of the value and equity of leading luxury brands to wealthy Americans. The survey is based on statistically

meaningful data collected from wealthy consumers themselves. The LBSI incorporates four main "pillars" of value: consistently superior quality, exclusivity, a measure of enhanced social status, and a measure of the ability of a brand to make a customer "feel special." Seven point scale ratings are converted to a 0-100 scale.

In addition to individual and composite metrics by age, gender, income and net worth segments among the wealthy, the survey also measures a brand's ability to merit a significant premium price and measures the correlation of price premium with the composite index of the four critical factors above.

Another highly critical metric feature of the research is a rating by wealthy consumers as to the brand's erosion or enhancement as a luxury brand over the past 12 months.

The Luxury Institute is the uniquely independent and objective research institution that focuses solely on the top 10 percent of America's wealthy. The Institute provides a portfolio of proprietary publications and research that guide and educate high net-worth individuals and the companies that cater to them on leading edge trends, wealthy consumer rankings and ratings of luxury brands, and best practices. Publications include the monthly Wealth Report, the Luxury Brand Status Index surveys, the Luxury Best Practices surveys and the Luxury Consumer Experience Index surveys. To reach the Luxury institute, please call 646-792-2669 or go to www.luxuryinstitute.com.

The Ritz-Carlton Hotel Company, L.L.C. of Chevy Chase, MD, (USA) currently operates 58 hotels in the Americas, Europe, Asia, the Middle East and Africa. Over 20 projects are under development around the globe with hotel openings planned for Grand Cayman, Moscow, Ireland and Beijing over the next year. The Ritz-Carlton is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award, which recognizes outstanding customer service. For more information contact Ritz-Carlton toll free reservations at 1 (800) 241-3333, your travel consultant or visit www.ritzcarlton.com.