

The Ritz-Carlton Company Repeats as Most Prestigious Luxury Hotel Brand In 2006 Survey of the Luxury Institute

CHEVY CHASE, MD -- (MARKET WIRE) -- 04/12/2006 -- For the second year in a row, The Ritz-Carlton Hotel Company, L.L.C. has been ranked first as the most prestigious brand by The Luxury Institute's Luxury Brand Status Index Survey. The award-winning hotel company took top honors over 18 other hospitality corporations among consumers with a minimum net worth of \$750,000.

"At a time when many brands claim to offer their customers luxury, it is very gratifying to see that the truly discerning and sophisticated traveler selected The Ritz-Carlton brand as their number one choice. We are especially pleased that we were rated highest for superior quality and making our customers feel special across all of their experiences," said Simon F. Cooper, president and chief operating officer of The Ritz-Carlton Hotel Company. "It is a tribute to the commitment to our guests from our ladies and gentlemen at our hotels and resorts around the world," he noted.

The Luxury Institute is the uniquely independent and objective research institution that is the trusted voice 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 Practice 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 61 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 Moscow, Ireland, and two in 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 The Ritz-Carlton toll free reservations at 1 (800) 241-3333, your travel consultant or visit www.ritzcarlton.com.