

For Immediate Release

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VBAR ANNOUNCES 2009 – 2010 FASHIONTINI SEASON

Fashiontini gets a makeover with exciting new features to the hip event's line up

San Antonio (August 26, 2009) – Vbar, Hotel Valencia's own ultra – modern bar on the River Walk, is proud to announce the 3rd season of the hip, fashionable Fashiontini event series. Fashiontini is a partnership event between Hotel Valencia, local area fashion, beauty experts and non-profit organizations.

This season the number of events has been reduced to five in order to make them grander in scope. Dates thus far are: September 3rd, November 5th, February 4th, March 4th and May 6th. While each Fashiontini event will partner with a new non-profit organization, the hotel has formed an ongoing relationship with several key local fashion and entertainment professionals including: Versi Salon & Spa, Carinos, Leslie & Co, Lari Nelson Model & Talent and AA Productions. The San Antonio Zoo, Marrow Match and the American Heart Association are already confirmed non-profit beneficiaries. San Antonio Magazine will serve as the event's media sponsor for the second year in a row.

As part of Fashiontini's makeover, each event will include one lucky guest as a recipient of a makeover of their very own. The makeover will include hair, makeup and clothing, with their new look revealed at the conclusion of the fashion show.

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This new season also introduces the addition of the VIP program and Fashiontini after-parties. For only \$40, attendees can become "Fashionista VIPs", enjoying admission to all five Fashiontini's, now through May 2010 along with VIP seating for the fashion show. There will also be a choice of two new after-parties: Vbar's after-party at a cost of an additional \$10 featuring a happy hour buffet, and Citrus's after-party offering a menu of three courses for \$35.

Ideally located on the famed San Antonio River Walk, Hotel Valencia Riverwalk marries old world Mediterranean architecture with sleek contemporary design. Luxurious accommodations and personalized service help complete the ultimate experience.

For additional information visit www.hotelvalencia-riverwalk.com or on Facebook at <http://www.facebook.com/home.php#/pages/San-Antonio-TX/Hotel-Valencia-Riverwalk/61685021819?ref=ts>.

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About Valencia Group

Valencia Group, a Houston-based company, provides management, development, branding and repositioning services for full-service, independent hotels owned by Valencia as well as third-parties. As with Hotel Valencia Santana Row in San Jose, California, and Hotel Valencia Riverwalk in San Antonio, TX, most Valencia sponsored hotels are set in the cultural heart of each city. Valencia Group hotels fuse globally-inspired modern design with Mediterranean influences, becoming popular destinations for guests and visitors alike. Other Valencia Group properties include Hotel Sorella (Houston, Dallas, TX); Hotel Georgia (Vancouver, BC); Hotel Valencia (Austin, TX) and Lumière (Telluride, CO). Valencia Group continues to forge its position as a mixed-use anchor with projects where the right balance of residential, restaurant, retail and office coalesce to create full-spectrum accretive value in great urban settings. For more information, please visit www.valenciagroup.com.