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**The Keating - San Diego's Premier Luxury Boutique Hotel Experience  
Set to Open Fall 06**

**Sexy, Sophisticated and Fully Serviced.**

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SAN DIEGO – The Keating, slated to open fall 2006, is a statement of our time, combining the highest level of expressive Italian design with sophisticated and personalized service. The Keating defines a new standard for lifestyle hotels worldwide. Designed by the world-renowned Italian design team, Pininfarina, responsible for such luxury brands as Ferrari and Maserati, the 35-room Keating is the legendary groups' first foray into hotel design. In the Pininfarina tradition, the environment is characterized by pure, clean, ergonomic design, where breathtaking form meets function in every possible detail. What remains is the essential, but not the minimal. Modern Italian design is punctuated by the use of historical details. The result is a unique emotional experience -- a catalyst for the imagination.

Conceived and operated by San Diego based lifestyle group BOND Urban Habitat and Edward Kaen, local real estate developer, The Keating will redefine urban hotels in Southern California.

"San Diego is a beautiful city with the potential to truly become a world class metropolitan destination. It is very exciting to see sophisticated enterprises taking shape here in the city and we feel fortunate to be a part of this creative evolution," said Robert Watson, founder of BOND Urban Habitat. "The Keating will be San Diego's first authentic urban boutique hotel, combining historical architecture, cutting edge design, and innovative services to evoke a modern destination with subtle sex appeal."

Owner Edward Kaen adds, "The Keating is one of San Diego's oldest buildings which will now become one of San Diego's newest attractions. The collaboration with Pininfarina will take The Keating to another level."

Situated at the premier location of 5th Avenue and F Street downtown, The Keating is centrally located in the heart of the Gaslamp Quarter. It is within walking

distance of the San Diego Convention Center, Horton Plaza and major corporate offices. Many restaurants and nightclubs, from the quaint and casual to the sophisticated and chic, are all within a few minutes walk of The Keating.

Perfecting the welcoming atmosphere through the use of color, lighting, unique materials and custom designed furnishings exclusive to the property, Pininfarina will set the stage for a luxurious yet refreshingly modern experience designed to appeal to a higher level of discerning traveler. With its historic Romanesque Revival façade and contrasting modern sleek interior, The Keating is perfectly poised to solidify downtown San Diego's burgeoning "chic metropolitan" status. For the sophisticated, savvy, style-conscious traveler (and celebrity), it will be the long awaited answer to the question of where to stay in downtown San Diego.

The Keating's intimate size provides a unique environment where one-on-one, thoughtful, personalized service is paramount. Every conceivable need will be anticipated and fulfilled while an on-call lifestyle concierge will be available at a moments notice should the need arise.

The Keating will be comprised of 35 luxurious *stanzas*, Italian for guestroom, each designed to reinvent the "expected" guestroom experience by omitting interior walls that traditionally separate the warm and wet zones (defined by Pininfarina as the bedroom and bathroom). Each stanza will feature high ceilings, exposed brick walls and oversized windows that welcome natural light and provide a voyeuristic view of the bustling city streets below, adding to the dramatic effect.

"Pininfarina's modern aesthetic and innovative approach to design partnered with the intricate historic details of the property will make The Keating unlike any other in the world in terms of both form and function," said Paolo Pininfarina, CEO, Pininfarina Extra. "We are very pleased to have the opportunity to collaborate on such a unique, emotional project in one of the country's most exciting emerging urban destinations."

Exceptional amenities will include personalized in-room check-in, goose down feather bed and goose down duvet, luxury linens, in-room High Definition plasma televisions and a state of the art entertainment experience by Bang & Olufsen, in-room

Lavazza espresso machines, customized sip + crave selection bar, high-speed WIFI, Dornbracht bath fixtures, custom bath amenities and plush bathrobes.

The Keating will offer a semi-private subterranean lounge, exclusive to guests of the hotel and an eclectic mix of the who's who of Southern California. True VIP bottle service will be offered where your personal host shakes martinis tableside while down-tempo tunes provide the perfect backdrop for conversation. Indulgence will take on new meaning as phase two of the project emerges with a signature restaurant located adjacent to the main hotel, destined to expand San Diego's culinary horizons, along with the completion of a sultry rooftop glass bottom pool and eight additional premium suites.

For more information, please visit <http://www.thekeating.com> or email [media@thekeating.com](mailto:media@thekeating.com).

### **About BOND**

BOND Urban Habitat is a San Diego based diversified hospitality and real estate company. BOND specializes in developing, opening, and operating highly serviced, uniquely stylized, and architecturally significant, boutique hotels, destination restaurants and lounges, residences, and other mixed-use projects. BOND is a lifestyle company with a deliberate growth strategy, backed by a sound business model and solid financial support. BOND was created to exceed the expectations of an emerging, highly sophisticated, urban client. In 2005 the company was responsible for the successful creation and opening of TOWER23 Hotel, a 2006 Conde Nast Hot List Hotels Worldwide award recipient. In addition to The Keating, other BOND projects in San Diego, Orange County, Palm Springs and Baja California Mexico are in various stages of development and management contract discussions. <http://www.bonduh.com>

### **About Pininfarina**

The Keating project was developed by **Pininfarina Extra**, the Pininfarina Group that specialises in interior and product design, formed in 1986 to extend the Group's services, quality and skills to firms engaged in all business sectors except the automobile and collective transport sector. It makes use of all the knowledge and research derived from more than 76 years' experience in the design and production of cars and other means of transport. Pininfarina Extra Chief Executive Officer is **Paolo Pininfarina**.

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