

THE JAMES NEW YORK – NOMAD CELEBRATES BEING FULLY UNVEILED

The opening of Scarpetta's new flagship and the introduction of The Seville marks the new hotel's completion.

NEW YORK – February 7th, 2018 -This week The James New York – NoMad celebrates being fully open with the opening of Scarpetta's new flagship location in NoMad, following 10 years on 14th street, and the introduction of The Seville social cocktail lounge. The fully renovated property boasts 360 guest rooms, including 28 suites, 2 penthouses and 5,000 square feet of meeting spaces designed by Thomas Juul-Hansen.

The opening of The James is a key development in the renaissance of the NoMad neighborhood, joining the company of prestigious hotels in the area. The Hotel's developer GFI Development Company, has played a key role in the rebirth of the area. GFI Development, with CEO Allen Gross leading the charge, took on the development of the Ace Hotel New York in 2006, the first boutique hotel to open in the neighborhood. GFI and Allen Gross also developed The NoMad and now The James as the next hallmark in the renaissance of the NoMad area.

"It has been a great joy to see the transformative affect that GFI Development's properties have had on the NoMad neighborhood," said Allen Gross. "We are proud to introduce The James New York – NoMad to the neighborhood as the next phase as we continue to lead the way in the revitalization of NoMad."

With a nod to the rich history of the neighborhood as the birthplace of the iconic "Manhattan" cocktail and the stunning beaux-arts style building that originally opened as the historic landmarked "Hotel Seville" in 1904, The Seville cocktail lounge is a new concept by LDV Hospitality finding a perfect home at The James New York – Nomad. An evolution of the prohibition-themed speakeasy suite in the former hotel, The Seville is a fully realized social cocktail lounge curated to serve as an intimate, stylish hideaway in the traditions of prohibition-era NoMad, which was home to many famed speakeasies. The Seville's tucked away, underground space will offer a curated music program and classic cocktails with a twist.

Scarpetta's move to the NoMad area sees the signature restaurant concept that first launched in New York's Meatpacking District evolve in the beautifully designed space with exciting enhancements including an expansive bar and café as well as an expanded menu of seasonal, gourmet Italian fare.

Speaking on the opening, LDV Hospitality founder John Meadow stated, "We could not be more excited and grateful for our newest hotel partnership to be with GFI, Denihan Hospitality, and Thomas Juul-Hansen. I am thrilled to reimagine our flagship Scarpetta location while bringing to life this iconic hotel with the James New York -NoMad."

With the introduction of these exciting venues The James New York -Nomad offers guests the perfect balance of sanctuary and scene; they can treat themselves to Italian cuisine at Scarpetta, indulge in delicious craft cocktails at The Seville and then retreat to the urban sanctuaries of their hotel rooms where they can unwind with in-room Kundalini yoga by Guru Jagat, calm their minds with meditation by Inscape, or sip on a juice or smoothie through the new in-room dining offerings. The James New York-NoMad is the perfect place to unplug and play, and find balance when traveling.

"The fully opened James New York – NoMad is the ultimate destination for urban explorers seeking a cool and calm experience," stated Vera Manoukian, President and Chief Operating Officer at Denihan Hospitality. "At The James, we are passionate believers that balancing personal well-being and total indulgence is the ultimate key to happiness."

The James offers an array of boutique hotel rooms including Queen and King Deluxe guestrooms, King Jimmy Suites, and King James Suites. Acclaimed designer Thomas Juul-Hansen designed each room as a private sanctuary featuring locally crafted and custom designed furnishings conveying an eclectic and collected residential feel. The materiality of the guestrooms, from the intricately grated brass minibars to the hand-carved marble bathroom vanities emanates a luxurious modernity. The transformed lobby includes a rich palate of warm fabrics, conveying an approachable and comfortable refuge for guests and visitors alike.

Jimmy Suites offer separate living and sleeping rooms, as well as two full bathrooms. James Suites offer the standout feature of customizable layouts; featuring a large living room with a pullout sofa, separate bedrooms and spacious bathrooms. The warmly designed penthouse suites feature spacious, residentially designed living rooms including space to dine or entertain, separate from the master bedrooms, as well as luxurious bathrooms with large tubs.

Accommodations include unique touches and amenities, such as dream interpretation books, yoga mats and meditation cushions, which guests can use with the in-room Four Bodies Wellness program offerings and eco-friendly Appelles bath amenities. Other in-room features include a curated pantry with a selection of local wines, spirits, and snacks, and as always, complimentary Wi-Fi. Guests have 24-hour access to the fitness center, which features state-of-the art equipment such as the extremely popular Peloton bikes. For in-room dining, guests can order breakfast, lunch or dinner from the menu curated and served by LDV Hospitality, ranging from health conscious offerings such as the James Veggie Burger or a Chia Seed Parfait to more indulgent items like the Cinnamon-Challah French Toast or on-the-go items like an Energy Smoothie.

About The James Hotels

The James Hotels, with ideally situated locations in Chicago and New York, are both sanctuary and scene. The James are all about balance and believe that the combination of personal well-being and total indulgence is the ultimate key to happiness. Targeting Urban Explorers seeking a calm and cool experience, The James serves up warm, modern spaces that draw inspiration from the energy of our communities.

For more information, follow the James Hotels socially at [@jameshotels](https://www.facebook.com/JamesHotels) [facebook.com/JamesHotels](https://www.facebook.com/JamesHotels), in addition to [jameshotels.com/newyork/nomad](https://www.jameshotels.com/newyork/nomad)

About GFI Development Company

GFI Development Company, LLC has successfully developed more than \$1 billion of residential, office, retail and hospitality real estate since its inception in 2007. Led by a senior management team, GFI Development Company focuses on opportunistic investments in major metropolitan areas. The company's success is directly tied to its ability to identify unique opportunities, envision a new future for the property, and unlock the project's potential by seamlessly executing development at every stage. GFI Development Company prides itself on delivering projects that benefit the communities in which they are located, while amplifying business partners' investments by maximizing risk-adjusted returns. Notable projects include Ace Hotel New York and Ace Hotel and Swim Club Palm Springs, California. Both hotels set benchmarks

in their markets for innovative design, food and beverage and retail that revitalized their communities. Current GFI Development Company projects include a 120,000 square foot hotel in Downtown Brooklyn, the conversion of 5 Beekman Street in downtown Manhattan into a 287 room hotel and 68 unit residential tower and a 590,000 square foot mixed use development project in Mission, KS, which includes hotel, residential, office and retail.

About Denihan Hospitality

Denihan is a privately-held, full service hotel management and development company. The Company owns and/or operates boutique hotels in major urban markets throughout the U.S. For over 50 years, Denihan has been creating value by acquiring, repositioning and managing independent assets. The Denihan portfolio includes properties operating under The James and Affinia Hotel Collection brands, as well as Manhattan independent boutique hotels, The Benjamin, and The Surrey, voted #1 hotel in New York City in Travel + Leisure's 'World's Best Awards' in 2016 and 2017. The portfolio also includes an impressive list of chef-driven restaurants and bars. Denihan's uniquely guest-centric approach, refined through three generations of Denihan leadership, has made it an industry leader in hospitality, property and restaurant development, as well as hotel operations, management and marketing. More details can be found at www.denihan.com.

About Scarpetta

Scarpetta is LDV Hospitality's Flagship concept. The original Scarpetta opened in New York City's bustling 14th Street in 2008 to a critically acclaimed 3-star review in the NY Times. Thereafter, Scarpetta Restaurants opened at The Fontainebleau in Miami, The Cosmopolitan in Las Vegas, Gurney's Resort in Montauk, Gurney's Resort in Newport, RI, The Rittenhouse Hotel in Philadelphia and The James New York -NoMad. The restaurant's name is derived from the Italian expression, "fare la Scarpetta," which means to savor a meal to the last bite. The philosophy of Scarpetta's kitchen is to create bold flavors by amplifying the essence of seasonal ingredients. The signature pastas are made in-house daily and are paired with the highest quality, locally sourced ingredients. Scarpetta's famous Spaghetti Tomato & Basil is nothing short of classic simplicity in both taste and preparation.

About Seville:

The Seville is a return to the throwback NY cocktail lounge adapted for today's social life. A curated old school music program, ranging from 90's New York hip hop to 60's classic rock, will energize the room. With live performances and DJ sets by 'The Ladies of the Seville,' this is about music and cocktails that transport you to an authentic feel good place. Welcoming bartenders create classics cocktails with a twist, such as a wood-planked smoked old fashioned and a barrel aged Negroni, served up tableside. Whether it's a Tuesday after-work cocktail or chasing the night on a Saturday, The Seville brings back the New York night with an eclectic mix of young and old souls alike. The name "Seville" is a tribute to the original Beaux-Arts "Hotel Seville" that stood in its place, built in 1904. In its time, the space came to life as a tantalizing prohibition bar filled with high society New Yorker's. Every cocktail tells a story, drawing inspiration from the history of "Hotel Seville".

About LDV Hospitality

LDV is a boutique hospitality group that creates authentic and unique restaurant and cocktail bar experiences. Inspired by La Dolce Vita, "The Good Life," the group was founded by John Meadow in 2008. The LDV portfolio spans across eight cities throughout the country with its home in New York City, as well as The Hamptons, Miami and Las Vegas. The LDV signature brands include Scarpetta, American Cut, and Dolce Italian, along with hotel concepts such as The Beach Club MTK, The Regent Cocktail Club and Corso Coffee. LDV works with iconic hotel partners including The Cosmopolitan of Las Vegas, The Fontainebleau of Miami, Gurney's Resorts in Montauk, Gurney's Newport Resort in Newport, RI, The Rittenhouse Hotel in Philadelphia and The James New York -NoMad.