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NEW ALL-SUITE BOUTIQUE HOTEL OPENS IN BAL HARBOUR**BAL HARBOUR QUARZO BRINGS STYLISH SUITES
TO FASHIONABLE SOUTH FLORIDA DESTINATION**

Bal Harbour, FL – April 14, 2011 – Well-heeled global travelers looking for their next home away from home have a new address: Bal Harbour Quarzo. Featuring 29 studios, one and two bedroom suites, Bal Harbour Quarzo stands apart from the high-rises along the coast as a new chic boutique hotel with exceptional personalized service.

Just steps from pristine white sand beaches and overlooking the turquoise waters, the condo-size suites feature modern, sophisticated décor and open living and dining areas. The luxurious rooms have full kitchens with top of the line appliances, elegantly appointed bathrooms with spa-style baths and spacious walk-in closets.

Quarzo's Zen meditation garden, solarium and outdoor pool with private cabanas allow for the perfect escape. The resort also offers in-room spa services and personal chefs who can prepare creative meals in guests' own gourmet kitchens.

Quarzo is perfect for families, couples, business travelers or anyone looking for all the comforts of home. The hotel is a tranquil retreat just 20 minutes from bustling South Beach and a short stroll from the iconic Bal Harbour Shops and gourmet restaurants.

"We're thrilled to offer a new kind of residence-style accommodation in Bal Harbour," said Bal Harbour Quarzo General Manager, Fritz Fandino. "Our suites match the destination's flair for style with their chic contemporary design and personalized amenities."

To celebrate the opening of Bal Harbour Quarzo, introductory rates start at just \$259 per night. For reservations or more information about Bal Harbour Quarzo, call 305-222-7922 or visit www.quarzomiamihotel.com.

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About Bal Harbour

A name forever associated with the ultimate shopping experience, Bal Harbour, Florida has developed into a must-visit travel destination with the addition of new hotels, gourmet restaurants, and celebrated cultural programs. With more than 100 of the most famous brands in fashion and jewelry, the open-air Bal Harbour Shops are a haven for fashionistas and well-heeled travelers. This chic enclave offers a range of stylish beachfront accommodations, including the

exquisite ONE Bal Harbour Resort & Spa, the iconic Sea View Hotel, the luxurious boutique Bal Harbour Quarzo and the highly-anticipated St. Regis Bal Harbour (opening in 2012). The bustling restaurant scene will soon have an infusion of culinary talent with the opening of celebrity restaurateur Stephen Starr's Makoto restaurant and the soon to be announced celebrity chef roster for St. Regis Bal Harbour. For more details, please visit www.balharbourflorida.com