

MOUNT SINAI MEDICAL CENTER LAUNCHES COMMUNITY PARTNERSHIP PROGRAM WITH MORGANS HOTEL GROUP IN MIAMI

MIAMI BEACH (September 2007) – Mount Sinai Medical Center Foundation and Morgans Hotel Group, owner of Delano and The Shore Club, have launched a partnership program that demonstrates the ‘power of a dollar’ when it is directed to a worthy cause.

Delano and The Shore Club, two of the most sought-out, premiere hotels on Miami Beach, are the first to become Community Partners with the Foundation on September 1, with the initiation of the program’s ongoing fundraising campaign. Both hotels offer guests at check-in an opportunity to give one dollar in support of Mount Sinai. Community Partners have the option of supporting cardiac, cancer, Alzheimer’s Disease treatment and research, or indigent care services at the hospital. Morgans Hotel Group will divide its contribution equally among all four specialties.

“Entering Mount Sinai’s Community Partnership Program is our way of giving back and allowing our guests an opportunity to give back to the community they visit,” said Morgans Hotel Group Area Vice President, Mark Tamis. “We have always been very committed to Miami Beach and we want to make sure that Miami Beach’s only hospital remains here for our residents, visitors and employees.”

The goal of the program is to encourage hotels, restaurants and other local businesses throughout Miami Beach to partner with the Foundation, which will recognize participants in *Summit*, its donor newsletter. Mount Sinai is working with the Miami Beach Chamber of Commerce to help promote the program. Partners also can designate one representative to be part of the Founders of Mount Sinai, the hospital’s most time-honored philanthropic group. Founders benefits include access to 24-hour Founders Care Line, concierge services, and convenient hospital parking. They also attend the annual Founders Ball and numerous events throughout the social season.

“We are so grateful to Delano and The Shore Club for being the first to become Community Partners and we hope others will embrace the program as well,” said Marla Bergmann, Foundation president. “It’s an opportunity for area hotels, restaurants and other local businesses to raise funds – one dollar at a time, one customer at a time – in support of Mount Sinai. With more than seven million tourists visiting South Beach each year, we can easily begin to realize the power of one dollar from every person that checks into a hotel or picks up the tab at a local restaurant.”

“The hospitality industry is a dominant force in the economic engine of Miami Beach,” said Steven D. Sonenreich, president and chief executive officer of the medical

center. "Mount Sinai is here for their guests, their patrons and their employees and it is extremely gratifying to know that they are here for the medical center as well."

For more information about the Community Partnership Program, please contact Helena Cohen at Mount Sinai Medical Center Foundation at 305-674-2347.

ABOUT MORGANS HOTEL GROUP:

Morgans Hotel Group Co. (NASDAQ: MHGC), which is widely credited with establishing and developing the rapidly expanding boutique hotel sector, owns and operates Morgans, Royalton and Hudson in New York, Delano and The Shore Club in Miami, Mondrian in Los Angeles, Scottsdale and South Beach, Clift in San Francisco, and Sanderson and St Martins Lane in London. In February 2007, MHG and an equity partner acquired the Hard Rock Hotel & Casino in Las Vegas and related assets. MHG has other property transactions in various stages of completion including projects in Miami Beach, Florida, Chicago, Illinois and Las Vegas, Nevada, and continues to vigorously pursue its strategy of developing unique properties at various price points in international gateway cities. For more information, please visit www.morganshotelgroup.com.

ABOUT MOUNT SINAI MEDICAL CENTER:

Mount Sinai Medical Center is South Florida's largest private, independent, not-for-profit, teaching hospital. Quality comprehensive care is provided in a wide array of medical specialties, including cardiology, cardiac surgery, geriatric medicine, oncology, diagnostic imaging, Alzheimer's disease and memory disorders, pulmonary medicine, obstetric and gynecology, and bariatric surgery. Mount Sinai has been named one of "America's Best Hospitals," singled out as one of the highest quality facilities for geriatric care in the country. **Mount Sinai Medical Center Foundation** generates philanthropic support to help the hospital achieve its mission to provide quality health care to its diverse community enhanced through teaching, research, charity care and financial responsibility. For more information, please visit www.msmc.com or www.msmcfoundation.org.