



ST. REGIS HOTELS & RESORTS LAUNCHES

ST. REGIS AFICIONADO

OFFERING UNPARALLELED PRIVILEGE AND INSIDER ACCESS TO UNPRECEDENTED EVENTS AND EXPERIENCES

St. Regis Aficionado Gives Insider Access to Unique Opportunities

Such as Deep Sea Fishing with Chef Jean-Georges

and a Private Tour of the Sistine Chapel

NEW YORK – July 2, 2007 – Underscoring its commitment to custom-tailored guest experiences in the best addresses around the world, St. Regis Hotels & Resorts proudly announces *St. Regis Aficionado*—offering unparalleled privilege and insider access to once-in-a-lifetime opportunities and events. **Through exclusive partnerships with some of the world’s most sought-after brands and personalities, including Chef Jean-Georges Vongerichten, Fendi, Alain Despert, Christie’s Auction House, Bottega Veneta, Judith Ripka and Krug Champagne,** St. Regis has created a series of unprecedented events.

“We’re taking bespoke to the next level with *St. Regis Aficionado* by providing extraordinary experiences and unmatched privilege available to guests of St. Regis,” said Ross Klein, President of Starwood’s Luxury Brands Group. “From Monarch Beach to Manhattan, Bora Bora to Beijing, at St. Regis, nothing less than an exceptional level of service, coveted address and unique personal offering will do.”

St. Regis Aficionado events and experiences have included the opportunity to be part of a deep sea fishing trip with Chef Jean-Georges, followed by an intimate dinner prepared by the renowned chef at St. Regis Resort, Bora Bora; an unprecedented opportunity to shadow a PGA

TOUR player as an honorary observer during a Pro-Am tournament at The St. Regis Monarch Beach, Resort & Spa; special access to Christie's annual auction in London at The Laneshorough, a St. Regis Hotel; and exclusive winemaker dinners and private champagne tastings of the world's most coveted bubbly, Krug Champagne, at St. Regis Resort, Aspen and St. Regis Hotel, San Francisco.

This summer at The St. Regis Grand Hotel, Rome, guests will have a once-in-a-lifetime opportunity to experience a private tour of the Sistine Chapel. This exclusive event allows guests to step beyond the velvet ropes of the exalted Vatican, which is not normally accessible to the public. Accompanied by a scholarly curator, guests will have the opportunity to experience the expansiveness of the Sistine Chapel ceiling, absorb the Renaissance revelation of its famous frescoes, and be awed by the divinity of its ornately marbled architecture.

Additional upcoming events and experiences available to St. Regis guests around the world over the next three months include an exclusive shopping experience with a red carpet stylist; a one-on-one lesson with celebrity surfing guru, Robert 'Wingnut' Weaver, at The St. Regis Monarch Beach, Resort & Spa; a private preview of Christie's highly-anticipated Old Masters Paintings; and a unique opportunity to discover Palazzo Fendi in Rome, the new maison's headquarters, at St. Regis Grand Hotel, Rome. At The St. Regis Hotel, New York, guests will experience a private champagne and hors d'oeuvres cocktail reception at the New York Botanical Garden, with famed photographer, Linda Rutenberg. While visiting any St. Regis property worldwide, St. Regis guests will have the chance to engage and delight their passions including Art & Design, Food & Wine, Golf, Adventure or Style. *St. Regis Aficionado* events are scheduled for St. Regis properties around the world. Events are open to all guests and are reserved on a first come basis at stregis.com/aficionado, or by contacting travel professionals.

About St. Regis Hotels & Resorts

St. Regis Hotels & Resorts includes the most celebrated properties in the world. Founded by John Jacob Astor with landmark St. Regis Hotel, New York over a century ago, the company will unveil highly anticipated St. Regis properties in Fort Lauderdale (2007), Punta Mita, Mexico (2007), Singapore (2007), Anguilla (2008), Atlanta (2008), Bali (2008), Costa Rica (2008) Deer Valley® (2009), Puerto Rico (2008), Mexico City (2008), Bahia Beach, Puerto Rico (2009), Macao (2010), Bal Harbour, FL (2010) and Baha Mar (2011) that will further enhance the brand's legacy. Personalized service and amenities, enviable locations and luxuriously localized design are recognized worldwide as hallmarks of the St. Regis experience. For more information on St. Regis Hotels & Resorts, please visit www.stregis.com.