



ST REGIS

BAL HARBOUR

The St. Regis Bal Harbour Resort Appoints

Marco Selva as General Manager

Bal Harbour, Florida—September 2011—The St. Regis Bal Harbour Resort is delighted to announce the appointment of Marco Selva as General Manager. Marco, with over 20 years of domestic and international experience in the luxury hospitality business, brings a wealth of experience and knowledge to his new position at The St. Regis Bal Harbour Resort.

As General Manager, Marco is in charge of operating the Hotel and Residences for the highly-anticipated new resort, opening January 19, 2012. The St. Regis Bal Harbour Resort embodies the legendary St. Regis legacy, designed a modern vision of the St. Regis flagship and will set a new standard for luxury regionally, nationally and internationally.

“The St. Regis Bal Harbour Resort promises to be one of the world’s most exclusive and distinguished resort destinations,” Mr. Selva said. “I am thrilled to have the opportunity to bring this iconic brand to South Florida and look forward to great success in the months and years ahead.”

Marco comes to St. Regis Hotels & Resorts from the Gencom Group, one of the nation’s leading investment/development firms specializing in luxury hospitality and residential real estate, where he acted as the Executive Vice President. While at Gencom Group, Marco oversaw the company’s luxury portfolio, which included Ritz-Carlton residential/resort destinations in Philadelphia, Key Biscayne, Florida, Kapalua, Hawaii, and Rancho Mirage in California, among others. Prior to his position with Gencom, Marco worked with the Ritz Carlton hotel company, and most recently acted as an Area Vice President for the brand, overseeing operations and development for over 20 properties in the Southeastern U.S., Caribbean and Latin America, where he succeeded in leading the hotels to an annual revenue of over \$1 billion.

Marco has also previously acted as General Manager of The Ritz-Carlton Key Biscayne and The Ritz-Carlton Coconut Grove, and he achieved AAA's coveted Five Diamond rating at both properties. Marco's knowledge of and relationships in the Southeastern U.S., Caribbean and Latin American markets are important assets he brings to his new role at The St. Regis Bal Harbour Resort. Prior to his work with Ritz Carlton, Marco also held General Manager positions with Sonesta International in the Caribbean and the Middle East and at the El San Juan Resort and Casino in Puerto Rico.

Marco attended the School of Hospitality Management at Switzerland's Ecole Hôtelière de Lausanne and continued his education at Cornell University's School of Hotel Administration where he completed a Professional Development Program in Sales and Marketing.

The resort experience will forever be changed with the highly anticipated opening of The St. Regis Bal Harbour Resort. January 19, 2012, travelers will discover a new dimension of bespoke luxury and timeless elegance with the resort's 243 elegant rooms and suites, including 37 condominium-hotel suites, and 270 private residences in three all-glass towers, which rise 27 stories above an expansive nine acre stretch of white sandy beach on the edge of the Atlantic Ocean. From legendary butler service, world-class dining, including J & G Grill by Jean-Georges Vongerichten and a signature 14,000 square foot Remède spa to luxurious amenities and interior design by the talented Yabu Pushelberg, The St. Regis Bal Harbour resort promises to deliver a guest experience of unparalleled service and refined elegance.

For more information, please contact: Meg Connolly, Meg Connolly Communications, 212.505.8200 or meg@mcc-pr.com.

About St. Regis Hotels & Resorts

Combining timeless sophistication with modern luxury, the St. Regis brand is uncompromising in its commitment to excellence. Founded by John Jacob Astor IV with the landmark St. Regis Hotel, New York over a century ago, the St. Regis brand is known for delivering an unrivaled dimension of luxury, bespoke service and refined elegance at the best addresses in the world. The brand plans to further its legacy by unveiling highly anticipated St. Regis properties in Atlanta-Buckhead, Baha Mar, The Bahamas, Bahía Beach, Puerto Rico, Bal Harbour, Kauai and Deer Crest in North America, and in Buenos Aires, Costa Rica, and Mexico City in Latin America. In Asia, St. Regis has announced plans to open properties in Bangkok, Jakarta, Lhasa, Kuala Lumpur, Macao, Osaka, Chengdu, Sanya Yalong Bay and Tianjin. In the Middle East, St. Regis will expand to Cairo, Doha, Dubai, and Bahrain. 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.