



ST REGIS

BAL HARBOUR

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THE ST. REGIS BAL HARBOUR RESORT TO OPEN JANUARY 2012

Yabu Pushelberg-designed Oceanfront Resort to Bring Modern Vision of St. Regis Hotels & Resorts to Illustrious Beachfront Enclave

BAL HARBOUR, Fla. – (October 31, 2011) – St. Regis® Hotels & Resorts, part of Starwood Hotels & Resorts Worldwide Inc. (NYSE: HOT), announces today the highly anticipated opening of The St. Regis Bal Harbour Resort on January 19, 2012. The St. Regis Bal Harbour Resort will reveal the affluent Bal Harbour enclave as a coveted international destination: at once a secluded escape with unrivaled amenities and a destination at the intersection of art, design and fashion all within reach of the vibrant energy of Miami. Following this year’s recent openings of The St. Regis Bangkok and The St. Regis Florence, St. Regis continues dynamic global growth in the next six months with the debut The St. Regis Tianjin, The St. Regis Sanya Yalong Bay Resort, The St. Regis Shenzhen, The St. Regis Doha, The St. Regis Saadiyat Island Resort, The St. Regis Abu Dhabi, The St. Regis Mauritius Resort in addition to the debut of the newly renovated St. Regis Aspen Resort.

“The opening of The St. Regis Bal Harbour Resort represents a significant moment for St. Regis, as the brand continues to grow globally in destinations designed for the new generation of affluent travelers,” says Paul James, Global Brand Leader St. Regis and The Luxury Collection Hotels & Resorts. “We are eager to debut The St. Regis Bal Harbour Resort to both international travelers and the local community,” continues General Manager Marco Selva. “With the arrival of this modern vision of a St. Regis flagship, we look forward to offering our guests bespoke service and refined elegance, both befitting of the destination and true to the St. Regis legacy.”

As one of the nation’s most impressive oceanfront developments, The St Regis Bal Harbour will offer guests a new dimension of bespoke luxury with the resort’s 243 total guest rooms and suites, including 139 king rooms and 34 double rooms, 63 one-bedroom king suites, 7 two-bedroom king suites and 1 presidential suite and 307 residences in three all-glass towers rising 27 stories above an expansive stretch of beach. The magnificent resort will offer

signature St. Regis Butler Service, a sprawling Remède Spa, a world class dining experience at Jean-Georges' restaurant *J&G Grill*, exquisite interior design by Yabu Pushelberg, renowned contemporary art and the finest finishes with one-of-a-kind West African Moinque wood and Chinese God Flower Stone Marble from a private quarry commissioned exclusively for the resort.

Contemporary art plays a central role in the design with works showcased throughout the property from Sawada Hirotohi, Koehe Nawa and Miami-based artist Santiago Rubino, who commissioned a vibrant graffiti-style mural as the focal point for the bar. The mural is symbolic of the brand's evolution: a modern iteration of the iconic King Cole Mural, commissioned by St. Regis founder John Jacob Astor IV.

Guestrooms and Suites

Designed by Sieger Suarez Architectural Partnership with interiors by celebrated design firm Yabu Pushelberg, guestrooms will reflect a contemporary Art Deco style, a subtle nod to Morris Lapidus, the legendary architect of neo-baroque modern Miami. Ranging from 650 to 2,800 square feet, all guestrooms will offer expansive private balconies with ocean views.

The exclusive 2,800 square foot Presidential Suite will be located on the 24th floor and accessible via private elevator. Here, guests will discover a gourmet kitchen, a media room, two bedrooms, a dining room and 1,200 square foot private ocean-facing balcony.

The resort will be Wi-Fi accessible and guests will enjoy state-of-the-art hotel technology, such as programmed keycards that automatically whisk guests up to their guestroom floor.

Exquisite Culinary Experiences

J&G Grill® will be The St. Regis Bal Harbour Resort's signature restaurant presented by world-renowned chef Jean-Georges Vongerichten. Featuring the exquisite cuisine of this international star, *J&G Grill* at The St. Regis Bal Harbour Resort will set new standards for Bal Harbour as a world-class dining destination.

The restaurant will stay true to the chef's concept of blending Asian and French cuisine, with a selection of dishes from his restaurants around the world. A contemporary bar and grill set in a convivial atmosphere, *J&G Grill* will be a unique dining experience where guests, residents and locals can enjoy the highest quality meats and freshest fish, vegetables and fruit from the local market. Additionally a remarkable, temperature-controlled Wine Vault will house one of the largest wine collections in South Florida showcasing 2,500 international vintages.

The St. Regis Bal Harbour Resort will feature an oceanfront grill for casual oceanfront dining called *Fresco* focused on South American-influenced cuisine as well as *Atlantico*, a breakfast, lunch and dinner restaurant, with a focus on seafood. Poolside cabana and beach services will complement the resort's private beach and pools, including an adults-only pool area with exclusive day cabanas.

Remède Spa, Fitness Center & St. Regis Kids Club

The newest Remède Spa®, exclusive to St. Regis Hotels & Resorts, will feature 14,000 square feet of blissful surroundings including 12 treatment rooms, a full-service salon, men's and women's lounges, sauna and steam rooms, and a high tech fitness center with an ocean view. Offering the latest in treatments, the tranquil spa will allow customized indulgence that surpass the discerning tastes of St. Regis guests.

A St. Regis Children's Club will be on-site to cater to the resort's youngest guests, complete with educational programs and interactive games as well as an innovative teen program with exciting excursions.

The Residences at The St. Regis Bal Harbour Resort

The Residences at The St. Regis Bal Harbour Resort offer exceptional private residences at the exclusive beachfront property. The spacious two and three bedroom residences will feature innovative designs, state-of-the-art kitchens, and private balconies boasting large outdoor living areas and breathtaking ocean views. Residents enjoy access to all of the incredible amenities of the Resort. The Residences at The St. Regis Bal Harbour Resort will begin closings in November 2011.

Location

The St. Regis Bal Harbour Resort Residences are located in the chic and internationally renowned Village of Bal Harbour directly across from the Bal Harbour Shops, one of the finest designer shopping destinations in the world. The St. Regis Bal Harbour Resort will span nine acres on a breathtaking 1,000-foot stretch of white sandy beach. The exclusive enclave sits on the northern tip of Miami Beach, just minutes from energetic South Beach and downtown Miami, and convenient to two international airports in Miami and Fort Lauderdale-Hollywood.

For more information please visit www.stregis.com/balharbour. The Residences at The St. Regis Bal Harbour Resort Sales Center is open on-site at 9701 Collins Avenue. Call 305-993-6000 or visit www.stregisbalharbourresidences.com to explore ownership opportunities of two to expansive five bedroom residences priced from \$1.9 to over \$10 million.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1058 properties in 100 countries and territories with 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and Element SM. The company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest® (SPG®), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit www.starwoodhotels.com.