

**For Immediate Release:**

**St. Regis Press Contact:**

Jenni Benzaquen, PR Director, Luxury Brands Group  
[jenni.benzaquen@starwoodhotels.com](mailto:jenni.benzaquen@starwoodhotels.com), (212) 380-4011

Dianne Dillingham, PR Manager, Luxury Brands Group  
[dianne.dillingham@starwoodhotels.com](mailto:dianne.dillingham@starwoodhotels.com), (212) 380-4078



**ST. REGIS RESIDENCES PRESENTS  
THE MERCEDES-BENZ BRIDGEHAMPTON POLO CHALLENGE  
HOSTED BY BROOKE SHIELDS**

*St. Regis Residences Under Development in Bal Harbour, Costa Rica, Deer Crest and Bahia Beach, Puerto Rico To Be Featured During Week Three of the Bridgehampton Polo Challenge*

**NEW YORK – August 2, 2007 – Four St. Regis Residential** projects have collaborated to present week three of the **Mercedes-Benz Polo Challenge** at **JetOne Jets Field** in Bridgehampton, hosted by supermodel, actress **Brooke Shields**. This Saturday, August 4, 2007, St. Regis will honor the regal history of Bridgehampton Polo with a day of celebration and festivities, creating a unique summer experience in the Hamptons. Ross Klein, President of Starwood's Luxury Brands Group, will join Brooke Shields in throwing the first ball to kick off the weekend match, followed by a succession of private events sponsored by St. Regis Residences from each of the following properties: Bal Harbour, Costa Rica, Deer Crest and Bahia Beach, Puerto Rico.

As part of the day-long celebration, St. Regis has created a series of moments, bringing a taste of the St. Regis experience to Bridgehampton. The legendary St. Regis Butler Service will be on hand to serve the brand's signature drink, the St. Regis Bloody Mary, as well as other cocktails during the match.

As a tribute to St. Regis style, several design elements have been incorporated into the venue, evoking the brand's signature refined luxury. The bar in the main tent will feature a replica

-more-

of the famed Maxfield Parrish Old King Cole Mural, the original of which was recently restored and is valued at \$12 million. Carousel horses, with floral arrangements designed by Preston Bailey, will include flowers indigenous to each of the four St. Regis Residence locations. Following the cocktail reception, guests will be invited to relax poolside at W Hotel's Hamptons HideaWay. Located on a private estate, the W Hamptons HideaWay is an invitation only retreat featuring cabanas for mingling and relaxing, hammocks for late afternoon lounging and a fire pit among other playful amenities.

### **About St. Regis Hotels & Resorts**

St. Regis Hotels & Resorts includes the most celebrated properties in the world. Founded by John Jacob Astor with the landmark St. Regis Hotel, New York over a century ago, the company will unveil highly anticipated St. Regis properties in Mallorca (2007), Singapore (2007), Mardavall (2008), Punta Mita, Mexico (2008), Bali (2008), Mexico City (2008), Atlanta (2009), Costa Rica (2009), Bahia Beach, Puerto Rico (2009), Bangkok (2009), Deer Crest (2009), Macao (2009), Bal Harbour, FL (2010), Lhasa (2010), Osaka (2010), Buenos Aires (2010), Baha Mar, The Bahamas (2011), Jakarta (2011), and Tianjin, China (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](http://www.stregis.com).