

FOR IMMEDIATE RELEASE

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**ST. REGIS HOTELS & RESORTS
CELEBRATES ITS CONTINUED COMMITMENT TO
POLO
WITH THE SECOND ANNUAL
ST. REGIS INTERNATIONAL CUP AND
FIRST LANESBOROUGH LADIES BRITISH OPEN**

New York, NY/London, England - St. Regis Hotels & Resorts and its landmark London hotel, The Lanesborough, a St. Regis Hotel together with American Express, celebrate the last glamorous day of this summer's international polo season at Cowdray Park Polo Club in the beautiful West Sussex English countryside. This year's St. Regis International Cup, the third and final match in the UK International series, and the inaugural Lanesborough Ladies British Open continue the St. Regis brand's ongoing commitment to the spectacular sport of polo.

Founded in 1904 by John Jacob Astor IV, St. Regis Hotels & Resorts has long been associated with the world of polo. At the turn of the last century, polo matches on Governors Island in Manhattan were highlights of the New York social scene in which the Astors were a prominent fixture. In May of 2008, New Yorkers saw a revival of these traditions when St. Regis was invited to support the return of polo to Governors Island at the Veuve Clicquot Manhattan Polo Classic – the first match to be played in New York City in almost 70 years. At this year's event, The St. Regis New York served the brand's signature afternoon tea to over 300 fashionable VIPs including Argentine polo player Nacho Figueras.

St. Regis Hotels & Resorts' patronage of the "Sport of Kings" now extends to ladies polo. This special day of polo begins with the fiercely contested finals of The Lanesborough Ladies British Open followed by the England versus The Commonwealth men's polo match up. Bringing a taste of the brand's signature style to Polo enthusiasts, guests are invited to enjoy the day's matches from a VIP hospitality tent hosted by St. Regis Residences where they will experience signature rituals of St. Regis. Guests will be served the original Bloody Mary cocktail in celebration of the creation of this lauded libation 75 years ago at The St. Regis New York and will also be treated with legendary Lanesborough tea and cakes featuring specially selected teas by the hotel's Tea Sommelier, Karl Kassab as they enjoy watching the world-class polo. In addition, Bentley will provide chauffeured transportation for St. Regis brand's most distinguished

guests from The Lanesborough in Hyde Park, London to Cowdray Park Polo Club, the home of British Polo.

Through its signature St. Regis Aficionado program, the St. Regis brand has created an opportunity for its global guests to experience The St. Regis International Cup, The Lanesborough Ladies British Open and other upcoming St. Regis affiliated polo events. Offering guests insider access to once-in-a-lifetime experiences, St. Regis Aficionado offers a series of unprecedented events tailored to its most discerning guests. St. Regis Aficionado events scheduled at St. Regis Hotels & Resorts around the world, are open to all guests and can be reserved at stregis.com/aficionado.

About St. Regis Hotels & Resorts

Combining classic sophistication and modern luxury, the St. Regis brand remains faithful to its commitment to excellence. Founded by John Jacob Astor IV, with the opening of the first St. Regis Hotel in New York City over a century ago, The St. Regis brand of hotels is known for its unique luxury dimension, customized service and refined elegance in the best destinations worldwide. Plans for the brand to globally continue its legacy include long-awaited St. Regis properties in Bahia Beach, Puerto Rico, Bal Harbour, Deer Crest and Hawaii in the US and on the exclusive island of Bermuda. In Latin America, St. Regis will unveil new hotels and resorts in Buenos Aires and Kanai Riviera. In Asia, St. Regis has also announced plans to open properties in Bangkok, Chengdu, Kuala Lumpur, Lhasa, Nanjing, Osaka, Sanya Yalong Bay and Tianjin. In Africa and the Middle East, the St. Regis brand will continue to expand in Abu Dhabi, Cairo, Doha and Mauritius. The distinctive trait of the St. Regis experience is customized service and attention, coveted locations and luxurious design. For more information on St. Regis Hotels & Resorts please visit www.stregis.com.

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