



**ST REGIS**

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**ST. REGIS HOTELS & RESORTS ANNOUNCES 2011 GLOBAL POLO PROGRAMMING**

***St. Regis Hotels & Resorts Celebrates Its Continued Commitment to Polo around the World, hosting Polo and Events in Bangkok, the United Kingdom and Singapore***

White Plains, NY - April 18, 2011 – St. Regis Hotels & Resorts continues to celebrate its commitment to the international sport of polo in new destinations around the world including Bangkok and returns to the United Kingdom and Singapore, where the brand will further establish its polo presence in partnership with American Express, the official card of St. Regis Polo. St. Regis has long been associated with the world of polo, beginning at the turn of the last century when polo matches on Manhattan's Governors Island were the highlight of the New York social scene and where St. Regis' founding family, the Astors, were a prominent fixture.

"We are thrilled to celebrate St. Regis' passion for polo by continuing to expand our programming in new and spectacular destinations like Bangkok," says Paul James, Global Brand Leader for St. Regis Hotels & Resorts. "Polo has long been a fixture in the calendars of the worldly and well-lived, and we look forward to offering St. Regis guests the opportunity to experience this exhilarating sport as we look ahead to the 4th annual St. Regis International Cup in the United Kingdom and additional polo matches around the world."

St. Regis kicked off its polo season on February 19 in Bangkok, Thailand with the Queen's Cup St. Regis Pink Polo ladies tournament. Taking place at the Thai Polo & Equestrian Club, the glamorous and high octane tournament benefited King Chulalongkorn Hospital's Queen Sirikit Centre for Breast Cancer. Guests were invited to enjoy the day's matches and experience signature rituals like St. Regis Afternoon Tea, the St. Regis Bloody Mary cocktail and St. Regis Signature Butler Service hosted by The St. Regis Bangkok, which opens this Spring.

Now in its fourth year, The St. Regis International Cup (SRIC) is the opening international match of the season for the Audi England polo team who will compete against the Jaeger-LeCoultre South America team at Cowdray Park Polo Club in the United Kingdom on May 21<sup>st</sup>. This prestigious annual tournament is set to host its most exciting match yet with Adolfo Cambiaso, Jaeger-LeCoultre Brand Ambassador, currently ranked as the world's best polo player captaining the South American team, accompanied by fellow Argentine Nacho Figueras, a St. Regis Connoisseur. Bringing a taste of the brand's signature style to polo enthusiasts, VIP guests will be invited to experience signature brand rituals including St. Regis Bloody Mary cocktails and legendary St. Regis Afternoon Tea from The Lanesborough, a St. Regis Hotel,

as they enjoy watching the world-class polo from inside St. Regis' VIP hospitality tent. And this year Jaeger-LeCoultre, the Official Timekeeper of Cowdray Park Polo Club, will add a new dimension to the day of polo. St. Regis will join The Reference in High Watchmaking celebrates the 80<sup>th</sup> Anniversary of its iconic Reverso, a mechanical watch originally commissioned by British officers playing Polo in India in the early 1930s. ([www.reverso.jaeger-lecoultre.com](http://www.reverso.jaeger-lecoultre.com)).

Following SRIC, The St. Regis Singapore is set to play gracious host to the players and guests of the Singapore International Polo Tournament 2011 with tournament final on Sunday, May 29th. The Singapore Polo Club will also host its 125<sup>th</sup> Anniversary Gala Dinner in the Astor Ballroom of the hotel with the stage set for another memorable year.

St. Regis will continue to celebrate its commitment to polo and offer St. Regis guests access to some of the greatest polo matches and experiences around the world, including in the United States and Argentina later this year, further cementing the brand's historic involvement with the sport's ubiquitous style around the world.

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 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 [www.stregis.com/aficionado](http://www.stregis.com/aficionado).

St. Regis continuing to expand its polo programming in new and spectacular destinations around the world, this year signifies another landmark year for the brand. On the heels of announcing the 100th hotel to join Starwood Hotels & Resorts (NYSE:HOT) Luxury Brands: St. Regis & The Luxury Collection, the St. Regis brand will unveil eight hotels in the world's most vibrant gateway cities and exotic resort destinations including Abu Dhabi, Doha, Bangkok, Florence, Sanya Yalong, Shenzhen and Tianjin. With this milestone, Starwood continues to stand out as the world's leader in luxury hospitality with more hotels in more markets than any competitors in this segment, offering guests exceptional service levels and luxury experiences in a wide range of destinations across the globe.

For more information on the St. Regis brand's exclusive polo offerings and events, please visit [www.stregis.com/polo](http://www.stregis.com/polo).

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## **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 this brand to globally continue its legacy include long-awaited St. Regis US and Latin American hotels and resorts in Bal Harbour, Buenos Aires and the Riviera Maya. In Asia, St. Regis has also announced plans to open hotels in Changsa, Chengdu, Kuala Lumpur, Sanya Yalong Bay, Shenzhen, Tianjin and Zhuahi. In Europe, Africa and the Middle East, the St. Regis brand will continue to expand in Florence, Abu Dhabi, Amman, 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](http://www.stregis.com).

## **Starwood Hotels & Resorts Worldwide, Inc.**

Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) is one of the leading hotel and leisure companies in the world with 1025 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. 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](http://www.starwoodhotels.com).