



ST REGIS

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ST. REGIS HOTELS & RESORTS CONTINUES TO EXPAND POLO PRESENCE AROUND THE WORLD

St. Regis Hotels & Resorts Celebrates Its Continued Commitment to Polo around the World, hosting Polo Matches and Marquee Events in the United States, Singapore, and Argentina

New York, New York – September 12, 2011 – St. Regis Hotels & Resorts continues to celebrate its commitment to the international sport of polo throughout 2011, hosting spirited polo matches and marquee events in Singapore, Buenos Aires and Greenwich, Connecticut in partnership with American Express, the official card of St. Regis Polo. The St. Regis brand 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 calendar and where St. Regis’ founding family, the Astors, were a prominent fixture. On the heels of this year’s St. Regis Queens Cup in Bangkok and the fourth annual St. Regis International Cup in the United Kingdom, the brand’s global polo programming continues to recognize St. Regis’ illustrious heritage while exemplifying modern luxury and the passions of its guests including art, jazz, fashion, food and wine.

“Polo is an innate part of the St. Regis legacy, and it is exciting to see how this social tradition manifests around the world among a new generation of affluent travelers,” says Paul James, Global Brand Leader for St. Regis Hotels & Resorts. “As St. Regis continues to grow globally, we are looking forward to expanding our polo presence in just as many destinations.”

St. Regis is delighted to announce the inaugural St. Regis 1904 Polo Cup, introducing a modern perspective on the enchanting sport of polo in partnership with Coca-Cola. Taking place in Greenwich, Connecticut this September 17, The St. Regis 1904 Polo Cup will celebrate the legend and legacy of the St. Regis brand and will commemorate the 30th anniversary of Greenwich Polo Club and the 135th anniversary year of the birth of polo in the United States. Celebrated polo player and St. Regis Connoisseur Nacho Figueras will captain the St. Regis team and will be joined by nine-goal polo great, Mariano Aguerre, and Peter M. Brant, Founder of the Greenwich Polo Club and Patron of the White Birch polo team.

Bringing a taste of the brand’s signature style to polo enthusiasts, VIP guests at The St. Regis 1904 Polo Cup will be invited to experience signature brand rituals including St. Regis Bloody Mary cocktails and legendary St. Regis Afternoon Tea from The St. Regis New York, as they enjoy watching the world-class polo from inside the St. Regis hospitality tent. Prior to the match, guests will be invited to a private exclusive art tour of the exhibition “Josh Smith: The American Dream” currently showing at The Brant

Foundation Art Study Center and will experience a lively performance presented by Jazz at Lincoln Center.

Concurrently across the globe, The St. Regis Singapore will return to the Singapore Polo Club to host both the Singapore International Men's Polo Tournament 2011 (September 14-18) and the Shanghai Tang Women's International Polo Tournament 2011 (October 5-9). After being chauffeured to the Singapore Polo Club via a convoy of Bentleys, guests will experience signature St. Regis brand rituals and bespoke service through signature St. Regis Butler Service: butlers will be on-hand to offer the teams cold refreshments and towels as well as assisting to clean the shoes of spectators who participate in the social tradition of divot stomping. The hotel, known as the best address in Singapore, will host a legendary Sunday Champagne Brunch at Brasserie Les Saveurs on October 8 prior to the semi-finals.

Following the women's tournament, The St. Regis Singapore will host the Pink Polo Champagne Brunch in partnership with Singapore Polo Club and Shanghai Tang to raise funds for the Breast Cancer Foundation. Fashion brand Shanghai Tang will present a collection of donated items to be auctioned off during the event for a glamorous end to the afternoon.

In South America, St. Regis will sponsor the Hurlingham Polo Open at Buenos Aires' prestigious Hurlingham Club. Considered the oldest and second most important polo event in the world, the Hurlingham Polo Open promises to live up to its reputation. St. Regis will present The St. Regis Cup to the winner's MVP. Since its founding in 1888, Hurlingham has attracted many of the sport's premiere players and the 2011 Polo Open will continue the tradition.

Through its signature St. Regis Aficionado program, the St. Regis brand has created an opportunity for its global guests to experience the Singapore International Men's Polo Tournament, the Shanghai Tang Women's International Polo Tournament, The St. Regis 1904 Polo Cup and other upcoming St. Regis affiliated polo events. 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.

Additionally, through the Starwood Preferred Guest (SPG) Moments program, Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) offers SPG members direct access to bespoke polo experiences including the opportunity to meet St. Regis Connoisseur Nacho Figueras and participate in exclusive polo events around the world. The SPG Moments program allows SPG members to bid on insider access to once-in-a-lifetime St. Regis experiences beyond expectation. Please visit www.spg.com/moments for more information.

For more information on the St. Regis brand's exclusive polo offerings and events, please visit www.stregis.com/polo.

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 property, The St. Regis Hotel in New York City over a century ago, the St. Regis brand of hotels and residences 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 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 Changsha, Chengdu, Kuala Lumpur, Lijiang, Sanya Yalong Bay, Shenzhen, Tianjin and Zhuhai. In Europe, Africa and the Middle East, the St. Regis brand will continue to expand in Abu Dhabi, Amman, Cairo, Doha and Mauritius. The distinctive trait of the St. Regis experience is customized service and attention to detail through signature St. Regis Butler Service, coveted locations

and luxurious design. For more information on St. Regis Hotels & Resorts please visit www.stregis.com and for the privilege of residential ownership please visit www.stregis.com/residences.

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.