



ST REGIS

Meg Connolly
Meg Connolly Communications
212.505.8200
meg@mcc-pr.com

Katie Roberts
St. Regis Hotels & Resorts
212.380.4049
katie.roberts@starwoodhotels.com

ST. REGIS HOTELS & RESORTS CELEBRATED THE 135TH ANNIVERSARY OF AMERICAN POLO WITH THE INAUGURAL ST. REGIS 1904 POLO CUP AT GREENWICH POLO CLUB

September 19, 2011 – St. Regis Hotels & Resorts, a part of Starwood Hotels & Resorts Worldwide Inc. (NYSE: HOT), hosted the first ever St. Regis 1904 Polo Cup on Saturday September 17th 2011 at Greenwich Polo Club, proudly supported by Coca-Cola and in partnership with American Express®, the official card of St. Regis polo. The highly anticipated match celebrated the 135th anniversary of American polo and St. Regis' commitment to the sport for almost just as long. The St. Regis 1904 Polo Cup offered a modern perspective of the international 'Sport of Kings' by incorporating passions of the brand's discerning guests: contemporary art and nouveau jazz. Celebrated polo player and St. Regis Connoisseur, Nacho Figueras captained the St. Regis team, who took home the winning trophy against Airstream with a final score of 12 to 8. He was 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.

In addition to **Peter Brant** and **Nacho Figueras**, guests in attendance included St. Regis Global Brand Leader **Paul James**, Starwood Hotels and Resorts President and Chief Executive Officer **Frits van Paasschen**, St. Regis Connoisseur **Jason Wu**, **Delfina Blaquier**, **Valentino Garavani**, **Giancarlo Giammetti**, **Michael Michelle**, **Olivia Chantecaille** & **Ren Grady**, **Cameron Silver**, **Michelle Harper**, **Jessica Hart**, **Vladimir Restoin-Roitfeld** and **Stavros Niarchos**. The local community also came out in crowds to picnic and enjoy the match.

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, St. Regis brought a taste of the brand's signature style to polo enthusiasts at the inaugural St. Regis 1904 Polo Cup in the United States.

"It was an honor to play at one of the most prestigious clubs in America, together with Peter Brant and St. Regis, who have done so much for the sport we love over the years," says St. Regis Connoisseur Nacho Figueras. "It was especially exciting for me to be back at Greenwich Polo Club because it was the first club I played with in the United States."

“I was delighted to play with Nacho and his St. Regis polo team at Greenwich Polo Club,” says Peter Brant, co-founder of Greenwich Polo Club. “Many years ago, at the start of what has become a fantastic career and journey, Nacho played for me on the White Birch team. As he continues to play polo around the world with St. Regis, he draws in so many spectators: some lifelong aficionados and some first-time enthusiasts. His passion for polo makes him a fine ambassador for the sport.”

St. Regis guests began the day with a private tour of artist Josh Smith’s exhibition, “Josh Smith: The American Dream” at The Brant Foundation Art Study Center as Brant Foundation Art Study Founder Peter Brant is also the co-founder of the Greenwich Polo Club, which celebrated its 30th anniversary this year. They were then invited to watch the day’s match from St. Regis’ VIP hospitality marquee and experienced bespoke signature St. Regis Butler Service as well as the brand’s signature rituals including legendary St. Regis Bloody Mary cocktails, first concocted at the brand’s flagship over 75 years ago, and St. Regis Afternoon Tea crafted by Sandro Micheli, executive pastry chef for Adour at The St. Regis New York. During the exclusive luncheon, Jazz at Lincoln Center presented a special performance led by Jonathan Batiste, who has ignited the music scene in New York City as the music curator at the National Jazz Museum in Harlem and, at the age of 24, is the youngest ever *Steinway Performing Artist*.

At the midway point of the match when guests were invited onto the field to “stomp” divots created during polo play, they had the opportunity to discover remarkable prizes hidden on the field in the form of keys. Guests at the match had the chance to win a two night stay at The St. Regis Atlanta with a tour of the World of Coca-Cola, a two night stay at The St. Regis Bal Harbour Resort, one of the most highly anticipated hotel openings of next year, vintage bottles of Krug champagne and more.

Through the St. Regis Aficionado program, St. Regis’ global guests also had the opportunity to experience The St. Regis 1904 Polo Cup in style with private transport to Greenwich Polo Club, 2 VIP tickets to the polo match, a champagne reception and private tour of the Brant Foundation Art Study Center. 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 offered 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.