St. Regis Resort, Fort Lauderdale Opens

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Luxury Resort Features Restaurant by Renowned Chef Toby Joseph And Signature St. Regis Butler Service

Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) announces the opening of its newest resort with the debut of the St. Regis Resort & Residences, Fort Lauderdale. As the first St. Regis Resort in Florida, this captivating property promises to deliver a new dimension of bespoke service, infinite indulgence, and timeless elegance to Florida's celebrated Gold Coast. The Resort, which includes a 166-room hotel, 28 private residences and 34 hotel condominiums, located on Fort Lauderdale's pristine beachfront promenade, is the most elegant and sophisticated in Broward County.

'We define St. Regis by our guests and the experiences and services they demand and expect. Nothing less than an exceptional level of service at the best address in the most seductive environment will do,' said Ross Klein, President, Starwood's Luxury Brands Group. 'We are excited to bring the St. Regis brand to Ft. Lauderdale, a destination which combined with the uncompromising, bespoke service of the St. Regis brand, will make an extremely attractive choice for the world's most discerning travelers.'

The shimmering white curvilinear building, designed by the Miami-based architectural firm Arquitectonica, is distinguished by 24 dramatically tiered, glass-walled stories rising behind a 29,000-square-foot tropical pool deck space with a zero-entry pool overlooking the Atlantic Ocean. The hotel's interiors and exterior recall those of a luxury liner with undulating curves that mimic ocean waves woven throughout and sweeping water views from all vantage points.

The sensuous Hirsch-Bedner designed interiors transport guests back to the glamorous age of travel by utilizing design elements from the 1940's, including playful murals inspired by the work of French artist Jean Cocteau, oversized crystal domed chandeliers and luxurious surroundings. The sun-bathed lobby and public areas sparkle with the vein-matched white and charcoal Carrara, Italy marble floors. Iridescent mother of pearl and mahogany reception and concierge desks, light oak walls, yacht-like leather banquets, coral and shell accents, and abundant art create an awe-inspiring arrival.

Cero, the stylized restaurant, and signature Lobby Bar both provide panoramic ocean views. Under the skilled direction of chef Toby Joseph, the restaurant Cero serves innovatively-prepared fine cuisine crafted with fresh, local and organic ingredients, as well as lavish pastries. Cero is open for breakfast, lunch and dinner daily, and is available for groups and private parties. Adjacent to the main dining room is a private dining room that can be reserved for intimate parties of eight.

Across the lobby from Cero, guests approach the Lobby Bar through an elegant steel gate. Like the St. Regis New York's famed King Cole Bar, there is a commanding centerpiece mural of a seascape with the mythical figure King Neptune anchoring the bar. The 13' high mural was painted by Canadian artist C. Perreault and inspired by the 1880 painting, 'King Neptune and His Horses.' Concave silver leaf wave structures float across the soaring ceiling, over a chestnut and butterscotch onyx bar which is illuminated at night. Soft leather seating makes the bar particularly inviting.

The Wine Room is separated from the bar with translucent glass. In this regal, seductive room, guests enjoy fine wines from the 5,000 bottle collection, an extensive by-the-glass list and light meals paired for maximum compatibility. The Wine Room's separate cellar area can also be reserved for a distinctive private dining experience. Three hand-strung tear-drop crystal chandeliers hang over the onyx bar and dazzle upon entering. Oenophiles will love the wine books lining the shelves and the comfort of the leather furnishings while they enjoy drinks in the Wine Room.

ACCOMMODATIONS

All 166 guestrooms and suites and the 34 hotel condominiums provide sweeping views of the Atlantic Ocean or Intracoastal Waterway. Hirsch Bedner Associates designed the cream, beige and yellow accented rooms to evoke a golden age era of vintage yachting and luxury travel. The rooms' mahogany cases, leather wrapped furniture and stone and crystal accents are enhanced and softened by gently limed oak wood floors, a graceful fabric-draped headboard and a sumptuous duvet. Hand-selected black and white family photo vignettes from 1940's Ft. Lauderdale impart a very personal feel to the rooms.

Each guest room and suite is equipped with easy-to-use one-touch technology phones that feature butler access and other useful hotel services, as well as in-depth information about area attractions. Guest rooms also have WiFi Internet access, state-of-the-art DVD theater entertainment system with a 32" LCD panel TV encased in a custom mahogany armoire, a 13" LCD panel TV in each bathroom, bamboo silk robes, classic Pratesi linens, Reméde bath amenities, a refrigerated mini-cellar of refreshments and much more.

MEETING AND BANQUET FACILITIES

With more than 24,000 square feet of first-class meeting space, the only ocean-front ballroom in Fort Lauderdale, and signature details such as white leather wall covering, lavish crystal chandeliers, Vera Wang Golden Grosgrain China by Wedgwood, leather banquet chairs, and plush carpeting, meetings and events at the St. Regis Resort exemplify grace, style and sophistication. And with professionally-trained St. Regis Butlers providing assistance with all event logistics, the St. Regis Resort offers the ultimate services for any memorable event.

Designed to accommodate groups of up to 530 guests, the Grand Ballroom pre-function space features floor-to-ceiling windows and breath-taking, unobstructed ocean views. The resort's Astor Ballroom and Astor Terrace, which accommodate 180 and 280 guests respectively, offer petite alternatives to the Grand Ballroom. And for intimate social gatherings and high-powered business meetings, the St. Regis Resort offers an 18-seat, oceanfront, Executive Boardroom. All meeting spaces are equipped with the latest in wireless technology and services.

RECREATION

Dramatically situated to overlook the Atlantic Ocean, the seventh floor tropical pool deck area is a 29,000 square foot showplace with a zero-entry pool, relaxation deck and 60-seat bar and grill. Located just below the pool deck are ten cabanas equipped with WiFi access, flat screen televisions and waiter service that can be reserved with a special package. A skywalk will connect the pool deck to the beach, allowing guests of the St. Regis seamless access to the beach without having to exit the hotel through the lobby or cross the street.

ST. REGIS SPA & FITNESS CENTER

St. Regis Resort & Residences, Fort Lauderdale will be home to a full-service 8,500-square-foot spa featuring 10 treatment rooms and a private couples treatment suite. The spa services will marry several exotic therapies, botanicals, and lifestyle philosophies from across the globe and utilize premium product lines. In addition, the spa complex will feature private massage areas and Jacuzzis on the tropical pool deck, a sun-drenched 8,000 square foot modern fitness center with an exceptional collection of Technogym cardiovascular and strength equipment, yoga, spinning and aerobics studios, and a spa boutique.

ST. REGIS RESIDENCES

St. Regis Residence owners will have access to the hotel's world-class services, including the signature St. Regis butler service. Additional amenities available through the St. Regis Hotel will include an outdoor pool, state-of-the-art health club, a full-service spa, in-residence dining and catering from the St. Regis' exceptional restaurant and a wine aficionados program.

ST. REGIS BUTLER SERVICE

Perhaps the most distinctive and essential element of the St. Regis experience is the 100-year-old signature St. Regis Butler Service. Dedicated personal assistants, St. Regis Butlers manage and facilitate a virtually unlimited array of guest requests, from assisting with business details and arranging reservations at restaurants, theaters and spas, to personal matters such as running a quick errand to a favorite shop. Each St. Regis Butler is equipped with a wireless hand-held device that allows guests to send requests to their personal butlers at any time of day and from any location.

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