

St. Regis to Open in Tianjin, China, Osaka, Japan and Bangkok, Thailand

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St. Regis Adds Three New Prestigious Addresses in Asia Pacific

In Asia Pacific, St. Regis Hotels & Resorts is raising its flag in three prime locations in a move that will quadruple the brand's portfolio in the region and give it presence in previously untapped markets. Operated by Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT), the new St. Regis properties include the brand's first hotels in Japan and Thailand: St. Regis Hotel, Osaka and St. Regis Hotel & Residences, Bangkok. St. Regis is also adding its third property in China: St. Regis Hotel, Tianjin. Scheduled to open between 2009 and 2011, these three new St. Regis hotels will strengthen Starwood's leadership position in the luxury hotel market.

"Established in 1904 with the opening of the internationally acclaimed St. Regis Hotel New York, the highly esteemed St. Regis brand continues to enhance its extraordinary reputation by adding highly coveted addresses to its global portfolio, such as these three new properties in Asia Pacific," said Miguel Ko, President of Starwood Hotels & Resorts, Asia Pacific.

"Recently announcing plans for several new hotels in some of Asia Pacific's most appealing destinations, St. Regis commands a loyal following in the region's rapidly expanding luxury hotel market among customers and investors alike."

In the next two years, St. Regis is opening new properties in Macao, Bali and Singapore. Following its introduction to Asia Pacific in 2000 with hotels in Beijing and Shanghai, St. Regis is now expanding into seven other locations including Tianjin, Bangkok, Tibet, Bali, Jakarta, Macao and Osaka.

"Combining sophistication with modern refinement, the St. Regis brand and its uncompromising bespoke service will certainly set a new standard in luxury living in these desirable markets in Asia Pacific, while simultaneously broadening the brand's portfolio to include capital cities, centers for commerce and industry, and exclusive vacation destinations," added Ko.

1. St. Regis Hotel, Tianjin

Scheduled to open in 2011, St. Regis Hotel, Tianjin will establish the luxury lifestyle brand in one of China's key ports and industrial centers. A city rich in historic sites, Tianjin is one of China's four municipalities as well as the third largest city in China with thriving manufacturing, petrochemical and textile industries. Home to several opera companies, China's first University and an impressive collection of folk art, Tianjin is known as a cultural hub and one of the country's fastest growing coastal cities.

Part of a mixed use development, St. Regis Hotel, Tianjin will offer 284 rooms, more than 20,000 square feet of meeting space, six restaurants, a spa and pool. Tianjin is preparing for an influx of visitors next year as the city will serve as one of five main competition venues outside of Beijing for the 2008 Olympic Games.

2. St. Regis Hotel, Osaka

The first internationally branded hotel to open in Osaka in the past five years, St. Regis Hotel, Osaka will be a welcome addition to this bustling Japanese city when it opens in 2010. Starwood Hotels & Resorts Worldwide, Inc. has entered into an operating agreement with Sekisui House to lease the 159-room new-build St. Regis hotel, located at the intersection of Midosuji Avenue and Honmachi street, in the central business district of Osaka City.

Midosuji, a long avenue running through central Osaka from north to south, is for Osaka what the Champs Elysees is for Paris - a wide boulevard lined with major public institutions, offices and exclusive, luxury brand shops. Currently the home to Osaka's administrative functions and major corporate offices, the area around the hotel is gradually transforming itself into a high-end retail district. Other facilities at the hotel include three restaurants, a spa and more than 4,500 square feet of meeting space. As Japan's second most important city with a population of 10 million, Osaka attracts more than 130 million visitors each year.

3. St. Regis Hotel & Residences, Bangkok

Opening for business in early 2009, St. Regis Hotel & Residences, Bangkok will introduce the renowned St. Regis brand to this vibrant, historical city known for its extraordinary cultural attractions, energetic night life and upscale shopping. Under a long-term management agreement with Rajadamri Residence Company Limited, a subsidiary of Minor International, Starwood Hotels & Resorts Worldwide, Inc. will open St. Regis Hotel & Residences, Bangkok near the city's prestigious entertainment and business districts.

Setting a new standard in luxury living in Thailand, St. Regis Hotel & Residences, Bangkok will be ideally positioned to serve the city's influential business leaders as well as discerning leisure travelers. The new property will offer 198 guestrooms, 22 serviced apartments and 71 exclusive residential units.

Following in the tradition of the legendary St. Regis New York, the three new St. Regis hotels will feature the famed hallmarks of St. Regis hotels - esteemed butler service and luxury accommodations for sophisticated travelers. St. Regis understands that part of creating a seductive, unparalleled guest experience is delivering meticulous and discreet service. Trained in the English tradition, the butlers provide ever-present, yet unobtrusive service while anticipating guest needs and customizing each guest's stay according to his or her specific tastes and preferences.

About St. Regis Hotels & Resorts

St. Regis Hotels & Resorts includes the most celebrated properties in the world. Founded by John Jacob Astor with the landmark St. Regis Hotel, New York over a century ago, the company will unveil highly anticipated St. Regis properties in Punta Mita, Mexico (2007), Singapore (2007), Anguilla (2008), Atlanta (2008), Bali, Indonesia (2008), Costa Rica (2008) Deer Valley, Utah (2009), Mexico City, Mexico (2008), Bahia Beach, Puerto Rico (2009), Macao (2010), Bal Harbour, FL (2010) and Baha Mar, Bahamas (2011) .

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