

St. Regis Makes the Next Stop on Its Global Expedition with the Debut of the St. Regis Bahrain

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St. Regis Continues Dynamic Growth Path as it Announces Plans to Expand in the Middle East

Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) announced plans to debut a St. Regis hotel in Bahrain, one of the most thriving travel destinations in the Middle East. The St. Regis Bahrain will be located on a reclaimed island facing Manama's city centre. Scheduled to open in 2011, the 300-room hotel will introduce an unrivaled dimension of luxury and bespoke service at one of the world's best addresses.

'We define St. Regis by our guests and the experiences and services they demand and expect. Nothing less than an unrivaled dimension of luxury and bespoke service - from arrival to departure, and beyond - will do,' said Ross Klein, President of Starwood's Luxury Brands Group. 'The thriving city of Bahrain engages visitors with its eclectic mix of mosques, markets, skyscrapers and casinos, creating a richly textured cosmopolitan setting perfect for our global St. Regis guests. From Bahrain to Buenos Aires, Mexico City to Macau, St. Regis is committed to designing custom-tailored guest experiences in the best addresses around the world.'

Boasting five thousand years of history, Bahrain is one of most frequented destinations in the Middle East due to its rich archaeological treasures, natural beauty, and rapidly evolving contemporary culture. Reachable via two access roads, the reclaimed island will be located just to the west of Reef Island and less than a mile north of Manama's Seef, the capital's bustling, commercial district. Just a 15-minute drive from Bahrain International Airport, The St. Regis Bahrain will be close to both Bahrain Bay and the King Fahd Causeway - a 15-mile bridge connecting Bahrain with Saudi Arabia. Guests can explore a variety of nearby attractions including traditional and modern shops at Manama Souq, the Al Fateh Mosque and the Bahrain Grand Prix - the only Formula One race track in the Middle East.

The St. Regis Bahrain will offer an impressive range of facilities including four restaurants, a large spa, and more than 3,000 square feet of meeting and conference space. Following in the tradition of the legendary St. Regis Hotel, New York, The St. Regis Bahrain will offer a sophisticated, seductive ambiance, enhanced by meticulous design touches, fresh flower arrangement, exquisite cuisine and the renowned St. Regis Butler 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.

'We are thrilled to introduce St. Regis to Bahrain following the recent announcement of the St. Regis Hotel in Doha, Qatar and The St. Regis Cairo, Egypt,' said Roeland Vos, President Europe, Africa and Middle East. 'The signing of The St. Regis Bahrain is another sign of Starwood's commitment to develop all its brands in the fast-growing Middle East region, offering opportunities for guests and visitors to experience a new level of luxury, elegance and service.'

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