

FOR IMMEDIATE RELEASE:

## **The St. Regis San Francisco To Celebrate Official Opening November 1, 2005**

SAN FRANCISCO (October 27, 2005) -- On November 1, 2005, San Franciscans will discover a new dimension of bespoke luxury and timeless elegance with the opening of the highly anticipated The St. Regis San Francisco, a 40-story landmark comprising a 260-room luxury hotel and 102 private residences. From legendary butler service, “anticipatory” guest care and impeccable staff training to the signature Remède spa, luxurious amenities and interior design by Yabu Pushelberg of Toronto, The St. Regis San Francisco promises to deliver a guest experience of flawless service and refined elegance.

“I look forward to welcoming our guests and residents,” said Elias Assaly, general manager of The St. Regis San Francisco. “Our goal is to bring a new dimension of elegance, style, luxury, hospitality and gracious living to San Francisco.”

Located at 125 Third Street at Mission Street, in the heart of San Francisco’s most exciting and revitalized neighborhood, the hotel neighbors the San Francisco Museum of Modern Art, is near the Yerba Buena Gardens and Center for the Arts, and will host the new Museum of the African Diaspora (MoAD) in a portion of the rehabilitated Williams Building, a turn-of-the-century historical structure at Third and Mission. The St. Regis is also close to the city’s financial district, Union Square shopping and an array of fine dining establishments and nightlife.

### **Guest rooms**

The 260-room St. Regis San Francisco includes 214 standard guest rooms, averaging 450 square feet, and 46 suites ranging in size from 700 to more than 3,200 square feet. Design elements reflect a contemporary style and the finest interior finishes. Custom designed furniture includes a crème Barcelona bench at the foot of the bed, a five-foot chaise lounge and custom laser-cut art made from Australian lace wood, as well as luxurious Pratesi linens. Deep soaking tubs, with panels that can be opened to the guest room, afford glorious views of the city through expansive windows.

Guests will enjoy the latest in-room technology with 42-inch recessed plasma televisions and state-of-the-art electronics, including a 13-inch LCD panel in the bathroom. A digital assistant controls motorized wall coverings, recessed lighting, alarm, and the privacy indicator light outside the room. The entire hotel is Wi-Fi accessible.

### **St. Regis Residences**

Comprising 102 homes that will immediately be counted among San Francisco's showcase dwellings, the St. Regis Residences occupy 19 floors of magnificent views atop the 260-room hotel. Featuring two- and three-bedroom floor plans, ranging from approximately 1,450 to 3,200 square feet, as well as three duplex penthouses on the 39th and 40th floors ranging from 4,200 to 6,200 square feet, St. Regis Residences offers the ultimate in urban living.

The St. Regis Residences feature interior design by the esteemed San Francisco-based The Wiseman Group, a separate entrance and lobby for Residences owners, and an intimately scaled maximum of only five or six dwellings per floor. In addition to a private resident concierge, owners of the St. Regis Residences have access to the services and amenities of The St. Regis, including fine dining, 24-hour room service, St. Regis' famed butler service, hotel business center, the 9,000-square-foot Remède Spa, and 3,700-square-foot private fitness center, complete with a 50-foot lap pool.

### **Restaurants and Lounge**

*Ame* (ah-MAY), a 95-seat signature destination restaurant, operated by Hiro Sone and Lissa Doumani, chefs/co-owners of the acclaimed Terra restaurant in Napa Valley, serves dinner to guests and the public. Situated in the Williams Building and designed by Toronto's Yabu Pushelberg to Sone and Doumani's specifications, the interior of the restaurant includes a custom-designed sashimi bar, a modified open kitchen, and flexible private dining options.

Offering a relaxed yet elegant dining experience, guests are welcomed to the intimate dining room by rich mesquite wood floors and striking surroundings. The menu showcases seasonal New American cuisine, with a blending of flavors from southern France, northern Italy and Japan. Guests can select from raw treatments from the sashimi bar, such as crudo and tartare, as well as a range of appetizer and entree plates and an assortment of artisan cheese and desserts.

The St. Regis Lobby Bar, located in the hotel lobby, offers an inviting atmosphere, with intimate groupings of custom-designed chairs and sofas and a 16-foot open fireplace. The

striking zebrawood bar is lit with glass pendant lighting and, in the tradition of The St. Regis New York's famed King Cole Bar, features a contemporary mural. The bar features a classic drink menu, including the Bloody Mary, invented at The St. Regis New York, as well as an extensive sake menu and a modified *Ame* dining menu.

*Vitrine*, a separate 74-seat restaurant located on the fourth floor of the hotel, offers a full breakfast and lunch menu based on fresh, local ingredients, and provides a welcome destination for local residents, businesspeople and hotel guests. *Vitrine* is available for private events in the evening.

### **Remède Spa and Fitness Center**

Exclusive to St. Regis Hotels & Resorts, the flagship Remède Spa at The St. Regis San Francisco is the first spa to be designed from the ground up by Laboratoire Remède. Understated elegance sets the tone for 9,000 square feet of sophisticated surroundings, featuring nine treatment rooms, men's and women's lounges and a spa boutique. Every trademark touch, from Champagne and truffles to exceptional service and luxurious linens, reflects an exclusive lifestyle and discerning sensibility.

A 3,700-square-foot private fitness center, available only to hotel guests and owners of St. Regis Residences, includes a 50-foot heated indoor lap pool and bio-mechanically engineered fitness equipment with built-in LCD panels. iPods provide guests with a selection of workout music.

### **Special Event Space**

The hotel's event spaces reflect St. Regis' hallmark refined elegance, offering a modern interpretation with rich textures and state of the art technology. Event space at The St. Regis San Francisco includes 12 event rooms and meeting suites totaling 15,000 square feet and spanning three floors, as well as two outdoor terraces totaling 7,500 square feet.

The perfect setting for a wedding or other grand occasion, the 4,640-square-foot Gallery Ballroom, with a luminous wall of glass, 17-foot ceilings and four custom designed chandeliers, can accommodate events of up to 550 guests. Adjacent to the ballroom, a spectacular glass-enclosed pre-event area offers another 2,205 square feet of spacious event space. The St. Regis' 5,698-square-foot Yerba Buena Terrace, with a reception capacity of up to 550 attendees, provides a breathtaking outdoor setting with dramatic streetscape views.

The Muse Boardroom, the hotel's most distinguished meeting suite, features a custom conference table with built-in microphones, ceiling speakers and a 72-inch plasma screen for state of the art presentations.

#### About the Development Partners

The St. Regis San Francisco is a joint venture of Starwood Hotels & Resorts Worldwide, Inc.; developer Carpenter & Company, Inc.; and local development partner F.E. Jordan Associates of San Francisco in cooperation with the San Francisco Redevelopment Agency and the City of San Francisco.

#### About St. Regis Hotels & Resorts

St. Regis Hotels & Resorts includes the most celebrated properties in the world. Founded by John Jacob Astor with landmark St. Regis Hotel, New York over a century ago, the company will unveil highly anticipated St. Regis properties in Bora Bora, French Polynesia (2006) Fort Lauderdale (2006), Anguilla (2007), Mexico City (2007), Singapore (2007), Atlanta (2008) Bal Harbour, FL (2008) and Deer Valley, UT (2008) that will further enhance the brand's legacy. Personalized service and amenities, enviable locations and luxuriously localized design are recognized worldwide as hallmarks of the St. Regis experience. For more information on St. Regis Hotels & Resorts, please visit [www.stregis.com](http://www.stregis.com).

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