

FOR IMMEDIATE RELEASE

**The St. Regis San Francisco Launches the Second in a Series Of
Five Senses Travel Packages Honoring the Hotel's 5th Anniversary**
**Celebrate the Special Women in Your Life this Mother's Day with the
*Five Senses Spring Package***

SAN FRANCISCO (March 2010) – The St. Regis San Francisco, one of the world's most revered hotels, is celebrating its fifth anniversary in 2010 with the second in a series of *Five Senses* travel packages, the *Five Senses Spring* package. Each of the *Five Senses* offerings speaks to the exceptional services, amenities, design, and culture that define The St. Regis San Francisco, and provides guests unique and memorable experiences. The *Five Senses Spring* package showcases the best of the season in San Francisco in honor of Mother's Day and the very deserving women – mothers, grandmothers, wives, sisters and dear friends – who make life all the more extraordinary.

“We are excited for travelers to rediscover the outstanding amenities and ambiance at The St. Regis San Francisco this spring – a season of reawakening and new beginnings,” said General Manager Toni Knorr. “The *Five Senses Spring* package, which commemorates the hotel's five year anniversary, is designed to pamper and show appreciation for mothers. The exclusive offering encompasses local San Francisco elements and includes soft feminine touches, a garden-inspired menu to refreshing spa treatments and a night at the ballet.”

The revitalizing *Five Senses Spring* package, which includes one night stay in a Metropolitan Suite, will offer guests of The St. Regis San Francisco the ultimate indulgence throughout the month of May 2010. Beginning at \$2,200 the *Five Senses Spring* package includes:

- *Sight & Sound* – Be dazzled by the sights and sounds of the ballet with two tickets to a performance by Smuin Ballet,* heralded as “one of this country's most entertaining, original ballet troupes.” (*Dance Magazine*)

- *Taste* – Enjoy a taste of spring during lunch for two at Vitrine, which is offering a garden-inspired menu that celebrates the re-launch of the hotel’s terrace garden.
- *Touch* – Attain a soft, luminous glow with the Urban Radiance Facial at Remède Spa. The treatment incorporates crushed pearl and oxygen to treat and restore skin on the face, hands, neck and décolletage.
- *Smell* – A sachet of lavender from Elizabeth W. will calm and soothe the senses; lavender is a natural analgesic, anti-depressant, and anti-inflammatory agent

In 2005, The St. Regis San Francisco brought a new dimension of style, luxury, hospitality and gracious living to San Francisco with its legendary butler service, “anticipatory” guest care, impeccable staff training, luxurious amenities and interior design by Yabu Pushelberg of Toronto. Beyond its extraordinary 260-rooms, The St. Regis San Francisco offers guests access to the signature Remède Spa and its customized treatments as well as Ame, the hotel’s destination restaurant and Michelin star recipient for the third consecutive year, managed by husband-and-wife team Hiro Sone and Lissa Doumani.

Neighboring the San Francisco Museum of Modern Art (SFMOMA), The St. Regis San Francisco represents the crowning jewel of San Francisco’s Yerba Buena Gardens neighborhood in the heart of the city.

A limited number of *Five Senses Spring* packages are available, so guests are encouraged to take advantage of this opportunity to book a weekend of luxury relaxation and rejuvenation. Also available for stays of two or more nights.

* *select dates: May 7, 8, 9, 11, 12, 13, 14, 15, 16, 21, 22, 29, 30 and June 4, 5*

About The St. Regis San Francisco

The St. Regis San Francisco opened in November 2005, introducing a new dimension of luxury and timeless elegance to the city of San Francisco. The 40-story landmark building, designed by Skidmore, Owings & Merrill, includes 102 private residences rising 19 floors above the 260-room St. Regis Hotel. 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 delivers an unmatched guest experience. The St. Regis San Francisco is located at 125 Third Street. Telephone: 415.284.4000. Web site: www.stregissanfrancisco.com.

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 St. Regis Hotel in New York City over a century ago, The St. Regis brand of hotels is known for its unique luxury dimension, customized service and refined elegance, in the best destinations worldwide. Plans for this brand to globally continue its legacy include long-awaited St. Regis properties in Bahia Beach, Puerto Rico, Bal Harbour, Deer Crest and Hawaii in the US and on the exclusive island of Bermuda. In Latin America, St. Regis will unveil new hotels and resorts in Buenos Aires and Kanai Riviera. In Asia, St. Regis has also announced plans to open properties in Bangkok, Chengdu, Kuala Lumpur, Lhasa, Nanjing, Osaka, Sanya Yalong Bay and Tianjin. In Africa and the Middle East, the St. Regis brand will continue to expand in Abu Dhabi, Cairo, Doha and Mauritius. The distinctive trait of the St. Regis experience is customized service and attention, coveted locations and luxurious design. For more information on The St. Regis Hotels & Resorts, please visit www.stregis.com.

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