

FOR IMMEDIATE RELEASE

**The St. Regis San Francisco Launches the Third in a Series Of
Five Senses Travel Packages Honoring the Hotel's 5th Anniversary**
Enjoy the Culture, Luxury, Sports, Spa and Food of San Francisco
With the *Five Senses Summer in the City* Package

SAN FRANCISCO (June 15, 2010) – The St. Regis San Francisco, one of the world's most revered hotels, is celebrating its fifth anniversary in 2010 with the third in a series of *Five Senses* travel packages, the *Five Senses Summer in the City* package. Each of the *Five Senses* offerings showcases to the exceptional services, amenities, design, and culture that fashion The St. Regis San Francisco, and provides guests unique and memorable experiences. The *Five Senses Summer in the City* package invites travelers to take in some of San Francisco's most defining elements, from a Giants game at AT&T Park to a sampling of the city's famed culinary fare and walking tours of The St. Regis San Francisco's SOMA neighborhood. The outdoor exploration is paired with relaxation thanks to an all-embracing signature treatment at Remède Spa.

“We created the *Five Senses Summer in the City* package for guests to acquaint themselves not only with the hotel's extraordinary aspects but also with San Francisco's surrounding wonders,” said General Manager Toni Knorr. “In celebration of our fifth anniversary, we are very pleased to offer travelers the opportunity to satisfy the five senses by indulging in a luxurious urban escape at The St. Regis San Francisco while at the same time experiencing what it feels like to be a local in this incredible city.”

The *Five Senses Summer in the City* package, which includes one night in a Metropolitan Suite, is available July throughout September 2010, when the average temperature in San Francisco is 70 degrees, the highest of the year. Beginning at \$1250, the *Five Senses Summer in the City* package for two includes:

- *Smell* – The sweet scent of success as you watch a San Francisco Giants baseball game at celebrated AT&T Park, with its breathtaking views and classic design.

- *Sight* – Experience the wonders of SOMA on a walking tour and see how The St. Regis San Francisco, Museum of African Diaspora (MoAD), San Francisco Museum of Modern Art (SFMOMA), and Yerba Buena Gardens have transformed this vibrant neighborhood.
- *Taste* – The St. Regis San Francisco will arrange a culinary journey of the city’s best ice creams – perfect for a warm summer day. You will visit and sample flavors from the renowned Bay Area ice creameries: Humphry Slocombe, Mitchell’s Ice Cream, and Bi-Rite Creamery.
- *Sound* – The sound of silence will be music to your ears as you enjoy Remède Spa’s signature Stillness Ritual – 120 minutes of blissful indulgence including a calming herbal bath followed by a 90-minute Swedish massage that combines cranio sacral work and foot reflexology.
- *Touch* – Before departure, you will receive a travel-size bag of Comfort Zone beauty and spa products for touch-ups and maintenance following your signature treatment.

A limited number of *Five Senses Summer in the City* packages are available, so guests are encouraged to take advantage of this opportunity to book a remarkable weekend escape in San Francisco. Also available for stays of two or more nights. To book, please call Nicole Holland at 415.284.4070.

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.

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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