

FOR IMMEDIATE RELEASE

**The St. Regis San Francisco Launches the First in a Series Of
Five Senses Travel Packages Honoring the Property's 5th Anniversary
After Redefining Luxury in San Francisco Five Years Ago, Travelers Are Invited to
Experience the Best of The St. Regis San Francisco Beginning with the
Five Senses Valentine's Day Package**

SAN FRANCISCO (January 5, 2010) – The St. Regis San Francisco, one of the world's most revered hotels, is celebrating its 5th anniversary in 2010 with the launch of a series of *Five Senses* travel packages, the first of which is the *Five Senses Valentine's Day* package. Each of the *Five Senses* offerings will speak to the exceptional services, amenities, design, and culture that define The St. Regis San Francisco, and will provide guests unique and memorable experiences. The *Five Senses Valentine's Day* package caters exclusively to romance, seeking to heighten and renew couple's love.

“When it first opened in the City by the Bay, The St. Regis San Francisco committed to delivering a guest experience of flawless service and refined elegance, and we are very pleased to have lived up to this promise over the past five years,” said General Manager Toni Knorr. “In celebration of our fifth anniversary – with the *Five Senses* packages – we wanted to create an opportunity for guests to appreciate and embrace The St. Regis San Francisco's appeal by stirring each of their senses from taste and touch to sound, sight and smell.”

Starting with the ultimate *Five Senses Valentine's Day* package, available throughout the month of February 2010, guests will be able to fully realize the romantic charm and allure of The St. Regis San Francisco. Beginning at \$3,500, the *Five Senses Valentine's Day* package includes:

- *Smell* – One night stay in a Metropolitan Suite, boasting a signature St. Regis scent intended to create an ambiance of calm and romance to be enjoyed throughout lovers' stays.

- *Sight* – The sight of one’s significant other in his or her custom fitted men’s loungewear and/or ladies’ lingerie. Bloomingdale’s will offer couples an exclusive shopping experience beginning in an At Your Service private lounge complete with a selection of fine wines, cheeses and caviar. After a personal shopper helps to seamlessly choose the perfect loungewear and lingerie pieces from Bloomingdale’s collection by high-end designers such as Cosabella, Wolford and Burberry, garments will be custom fitted for each individual, offering the ultimate his and her gifts this Valentine’s Day.
- *Sound* – The gentle splash of bath water as a St. Regis Butler prepares a St. Regis Signature Bath, offering a stimulating experience during which couples will soak up the finest in tailored relaxation while enjoying the unparalleled decadence of Champagne truffles from La Maison du Chocolate paired with a magnum of Krug.
- *Taste* – Breakfast in bed on Sunday morning featuring sophisticated, seasonal cuisine by Chef Romuald Feger of Vitrine restaurant.
- *Feel* – Four Hand Massages for two at Remède Spa, where couples will experience the expertise of two massage therapists as two pairs of hands glide over each guest with a well-choreographed rhythm.

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 Valentine’s Day* packages are available so guests are encouraged to take advantage of this opportunity to book the ultimate romantic weekend. Also available for stays of two or more nights.

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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