



ST. REGIS HOTELS & RESORTS CONTINUES TO ELEVATE STANDARDS FOR LUXURY IN PUERTO RICO

Guest Room Prototype Undergoes First-Class Inspection at The St. Regis Resort and Residences Bahía Beach

BAHÍA BEACH, PUERTO RICO (August 10, 2009) – In the world of luxury hotels and resorts, there is nothing as important as knowing that you are providing “the ultimate” guest experience, and if you can combine that with a spectacular destination, all the better. This is why executives of both St Regis Hotels & Resorts and parent company Starwood Hotels and Resorts Worldwide took a very close look recently at the proposed guest suite for the upcoming St Regis Resort and Residences Bahia Beach. Site inspectors included Brian Proctor, VP Operations, New Builds and Transitions for Starwood Hotels & Resorts Worldwide; Bree Dahl, Sr. Director of Design for St. Regis Hotels and Resorts; and John Lapins, VP Architecture and Construction for Starwood Hotels and Resorts Worldwide.

“The guest’s sense of arrival and guest room experience is something we take very seriously,” said Proctor, “We were in the room for over four hours looking at furnishings, fixtures, the views from various areas - even the positioning of the exterior lighting, insuring that it would not interfere with sea turtle nesting on the beach.”

Scheduled to open in 2010, The St. Regis Resort and Residences Bahia Beach will offer 139 junior suites and one-bedroom units with spectacular ocean views, the services of the signature St. Regis Butler®, a Remèdesm Spa, oceanfront swimming pools, a Jean-Georges Signature Restaurant, and 18-hole golf course designed by Robert Trent Jones, Jr.

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“We continue to be impressed and pleased with the quality of the product and the progress being made here.” continued Proctor, “Our vision to bring an ultra luxury resort experience to Puerto Rico, and offer our guests a new Caribbean destination is clearly coming to fruition.”

With 18 hotels and resorts world wide, the Bahia Beach project represents the first step into the Caribbean for St Regis Hotels & Resorts. The company saw a number of unique advantages for its customers in developing a flagship Caribbean property in this location: the island enjoys the best airline connections of any of the islands from the northeast corridor; Puerto Rico as a destination is well known; passports are not required for U.S. citizens making it a relatively short and convenient destination to consider; and the island is the gateway to the rest of the Caribbean islands.

“Our philosophy for development has always been to go into business with the right partners, for the right property in the right place,” said Proctor, “In the case of Bahia Beach, we were fortunate to find an exceptional local partner with the same vision in Interlink; The St. Regis brand was clearly the only one to enliven that vision; and Bahia Beach was identified as the singular, spectacular location on the island to bring these elements of success together. It will be a wonderful addition to the Starwood collection.”

Bahia Beach Resort & Golf Club is under development along two miles of pristine beach on 483 acres of a former coconut plantation and native maritime forest, just 25 minutes from San Juan’s Luis Muñoz Marín International Airport, the largest hub in the Caribbean.

The community also boasts an award-winning 18-hole golf course designed by Robert Trent Jones, Jr. managed by Troon Golf, a beachfront clubhouse and a variety of homes including luxurious St. Regis Residences, Las Estancias estate homes and Las Verandas villas. Additional golf and ocean view villas and beachfront town homes are under development.

For more information on Bahía Beach Resort & Golf Club, please contact Heidi Souffront, Sales Director of Bahía Beach Resort & Golf Club at (787) 957-5800 or (787) 533-9191 or email info@bahiabeachpuertorico.com or visit bahiabeachpuertorico.com.

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About BBP Partners, LLC

Bahía Beach is being developed by BBP Partners, LLC, composed of Interlink Group, LLC and Muñoz Holdings, Inc. Together, they offer over 45 years of experience in the development of real estate, administration and construction of projects and real estate brokerage of the highest caliber.

About St. Regis Hotels & Resorts

Combining timeless sophistication with modern luxury, the St. Regis brand is uncompromising in its commitment to excellence. Founded by John Jacob Astor with the landmark St. Regis Hotel, New York over a century ago, St. Regis is known for delivering an unrivaled dimension of luxury, bespoke service and refined elegance at the best addresses in the world. The brand plans to further its legacy globally and will unveil highly anticipated St. Regis properties in Atlanta-Buckhead, Baha Mar, The Bahamas, Bahía Beach, Puerto Rico, Bal Harbour and Deer Crest in North America, and in Buenos Aires, Costa Rica, Mexico City and Punta Mita in Latin America. In Asia, St. Regis has announced plans to open properties in Bangkok, Jakarta, Lhasa, Kuala Lumpur, Macao, Osaka and Tianjin. In the Middle East, St. Regis will expand in Cairo, Doha, Dubai, and Bahrain. 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.

About The Starwood Preferred Guest Program

Frequent travelers worldwide have often recognized Starwood Preferred Guest® for having the industry's best redemption program. It offers remarkable access to an amazing hotel portfolio, faster points accumulation and zero blackouts on Free Night Awards. Plus, SPG is the first hotel loyalty program to allow you to redeem points for airline tickets on hundreds of airlines - also with no blackout dates.

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About Starwood Hotels & Resorts

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with more than 940 properties in approximately 97 countries and 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched AloftSM, and ElementSM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit www.starwoodhotels.com.

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