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**ST. REGIS HOTELS AND RESORTS
HONORS THE REGAL HISTORY OF POLO
WITH THE FIRST
ST. REGIS INTERNATIONAL CUP**

*First St. Regis Test Match at Historic Cowdray Park Polo Club in England
Inaugurates the Newest Addition to the Global Polo Match Circuit*

New York, NY/London, England (August 28, 2008) - St. Regis Hotels & Resorts has officially adopted the "Sport of Kings" with the inaugural **St. Regis International Cup**, one of the most highly anticipated additions to the international polo circuit. The first ever St. Regis International Test Match, one of the most prestigious high goal polo matches in the world, will take place on Sunday, August 31, 2008, with England vs. Italy at Cowdray Park Polo Club surrounded by the historic ruins of Cowdray Castle in the beautiful rural West Sussex English countryside. As the third and final match in the International Test Match series, in the English polo season, the St. Regis International Cup at Cowdray signals the kick-off of the St. Regis brand's three-year commitment to the spectacular sport of international polo, as some of England's best players and horses compete against an international team for the coveted St. Regis Cup.

Founded in 1904 by John Jacob Astor, St. Regis Hotels & Resorts has long been associated with the world of polo. At the turn of the century, polo matches on Governor's Island in Manhattan were highlights of the New York social scene. This year saw a revival of that tradition when St. Regis sponsored the first polo match to be played on Governor's Island in 67 years in May. In addition to Governor's Island and the St. Regis International Cup at Cowdray, St. Regis is participating in polo in Palm Beach, Florida, Greenwich, Connecticut and Bridgehampton, New York throughout 2008.

St. Regis has partnered with longstanding polo-supporter and luxury brand Asprey to further enhance the experience for each polo spectator at the highly anticipated match. Renowned as England's quintessential brand of luxury goods, Asprey has created an exclusive St. Regis International Cup trophy to be presented to the winning team following the August 31 match. At the St. Regis International Cup, polo's most discerning spectators will enjoy a VIP hospitality tent at the Cowdray Park Polo Club, hosted by The Lanesborough, a St. Regis Hotel, bringing a taste of the brand's signature style to Polo aficionados. Renowned for delivering an unrivaled dimension of luxury and bespoke service, the legendary butlers will be on hand to serve guests The Lanesborough's award-winning afternoon tea. Specially selected by the hotel's Tea Sommelier, Karl Kessab, the custom tailored afternoon tea will feature exotic teas including the Lanesborough Afternoon blend, Jasmine Pearls and Silver Needle White. The Lanesborough hotel is located in London's Hyde Park.

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, Macao, Osaka and Tianjin. In the Middle East, St. Regis will expand in Cairo, Dubai, Doha 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.

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