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**ST. REGIS HOTELS & RESORTS AND INTERNATIONALLY
ACCLAIMED CHEF ALAIN DUCASSE TO OPEN
ADOUR ALAIN DUCASSE AT THE ST. REGIS NEW YORK**

David Rockwell Designs a New Sanctuary of Culinary Escapism to Debut in November 2007

NEW YORK, N.Y.— St. Regis Hotels & Resorts today announced a partnership with internationally acclaimed chef Alain Ducasse to open ***Adour Alain Ducasse at The St. Regis New York***, a new signature restaurant at the St. Regis' legendary flagship property. ***Adour*** will open in November 2007 and will offer an innovative dining experience encompassing a fresh and modern interpretation of Alain Ducasse's signature cuisine. Designed by the New York-based architecture firm Rockwell Group, the restaurant will feature a unique interactive wine bar, a private dining room and an attentive level of service that will delight both new and experienced gourmards and œnophiles alike.

"My ambition for The St. Regis in New York is to create a resolutely unique approach to wine and food. The goal will always be to create an unforgettable culinary moment," stated Alain Ducasse. "I am so delighted to be back in New York and devote my passion for the art of good eating and good living in this stimulating city."

"We are thrilled to welcome Chef Ducasse to The St. Regis Hotel, New York. Our guests are connoisseurs and we love the artistic approach Chef Ducasse takes in both food and wine," said Ross Klein, President of Starwood's Luxury Brands Group. "This space at The St. Regis has a fantastic heritage and our unique collaboration with Chef Ducasse and world-renowned architect David Rockwell marks the beginning of another chapter in this beloved hotel's storied history."

Adour is named after the river in southwest France near where Alain Ducasse was born, and where he had his first culinary inspirations. At **Adour**, Alain Ducasse and Executive Chef Tony Esnault draw upon their combined vast experience and talent to reinterpret traditional cooking techniques with local ingredients to celebrate a cuisine in constant evolution. Masterfully utilizing the freshest seasonal ingredients, **Adour's** menu will feature an elegant cuisine, rich textures and new flavors complemented by a vast and diverse wine collection. An integral part of the wine experience will be the private wine vaults which will be located within the private dining room. The temperature-controlled vaults are available for purchase and will offer guests an ideal way to store their very own wine collection.

Alain Ducasse is one of the world's most decorated chefs and the only chef in the world to have operated three signature restaurants each honored with three Michelin stars. His exceptional range as a chef is clearly displayed in the wide variety of his restaurants – from the classic Parisian restaurant *Alain Ducasse au Plaza Athénée* to the inventive *Beige* in Tokyo to the sleek *Mix* in Las Vegas. Chef Ducasse has developed incomparable expertise over the past 30 years in the art of good living and eating, evidenced by his receipt of the world's most prestigious culinary awards.

Designed by renowned architect David Rockwell and the talented Rockwell Group, **Adour** is set in a landscape of hues reminiscent of burgundy and chardonnay with rich textures to create a lush, warm environment. The wine-inspired décor offers a beautiful juxtaposition to the design found in Astor Court and the King Cole Bar; Rockwell has created a modern and innovative interior that evokes the St. Regis signatures of elegance and luxury. Rockwell will oversee the impressive redesign of the space, formerly occupied by *Lespinasse*. Alain Ducasse's curiosity and interest in new technology is reflected in **Adour's** chic and modern design. The contemporary design will feature a main dining room which seats 72, a private dining room which can seat up to 12, an intimate lounge space and a 4-seat interactive wine bar. This state-of-the-art technology will offer a modern approach to the restaurant's design, where guests can access information on each wine from the wine list to learn more about its varietal, origin, flavors and character through suggested tasting notes projected onto the surface of the bar. This ensures that each guest can choose a wine that is perfectly suited to their tastes. At the same time, **Adour** will continue to embrace The St. Regis' legacy of unsurpassed luxury and trademark sophistication.

The St. Regis Hotel, New York, originally founded by John Jacob Astor over a century ago, is revered as one of the finest addresses in the world. The majestic Beaux Arts exterior, elegant public spaces, exquisitely designed guest rooms and suites and unparalleled, bespoke service have preserved its legendary status for more than 100 years. The hotel's guestrooms and suites have recently

undergone a magnificent redesign by world-renowned interior designers Sills Huniford and the famed King Cole Bar just returned to the hotel after a six month, \$100,000 restoration. Ideally located in the

heart of Manhattan at the corner of Fifth Avenue and 55th Street, The St. Regis Hotel, New York has received a myriad of awards and accolades over the years from various publications including *Institutional Investor*, *Travel + Leisure*, *Harper's Hideaway* and *Conde Nast Traveler*, and was most recently named the number one hotel in New York in *Travel + Leisure's* "World's Best." The opening of **Adour** further underscores the hotel's reputation for commitment to creating extraordinary experiences for guests.

About Groupe Alain Ducasse – www.alain-ducasse.com

Groupe Alain Ducasse devotes itself with passion to culinary pleasures and the art of hospitality in order to exceed the expectations of its international clientele. The Group keeps on developing new ideas and ensuring they are successfully put into practice. This constant search for excellence relies on the particular talents of the men and women of the Group, on the utmost quality of its products and on a complete knowledge of modern technologies. At the head and heart of his Group, Alain Ducasse is both a chef-creator and a strict entrepreneur. As a creator, he insists on offering a cuisine that is just right while as an entrepreneur, he is the driving inspiration behind his ventures, shares his in-depth knowledge and a unique vision of the food service and hospitality industry.

About St. Regis Hotels & Resorts

St. Regis Hotels & Resorts includes the most celebrated properties in the world. Founded by John Jacob Astor with the landmark St. Regis Hotel, New York over a century ago, the company will unveil highly anticipated St. Regis properties in Punta Mita, Mexico (2007), Mallorca (2007), Singapore (2007), Anguilla (2008), Bali (2008), Costa Rica (2008), Mexico City (2008), Atlanta (2009), Bahia Beach, Puerto Rico (2009), Bangkok (2009), Deer Valley® (2009), Bal Harbour, FL (2010), Lhasa (2010), Macao (2010), Baha Mar, The Bahamas (2011), Jakarta (2011), Osaka (2011), and Tianjin, China (2011) that will further enhance the brand's legacy. 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 Rockwell Group

Founded more than 20 years ago by David Rockwell, Rockwell Group is an award winning, cross-disciplinary 220-person architecture and design practice based in New York. Rockwell Group specializes in hospitality, culture, theater, film and product design. Commissions include the JetBlue

Airways terminal at John F. Kennedy Airport; the Elinor Bunin-Munroe Film Center at Lincoln Center; a lobby and restaurant renovation at the Four Seasons in Washington, DC; Chambers hotel and Town restaurant (New York); W New York and W Union Square; the Kodak Theatre, home of the Academy Awards ceremony (Los Angeles); the Broadway musicals “Hairspray,” “Dirty Rotten Scoundrels,” and “Legally Blonde”; Sobella at Project City Center (Las Vegas); and numerous restaurants around the globe including Nobu Fifty Seven, Country, Bar American, Café Gray in New York; Nobu (Hong Kong, Dallas, Dubai), Xen in Tokyo’s Roppongi Hills, and Gordon Ramsay’s Maze (London). His monograph, *Pleasure: The Architecture and Design of Rockwell Group*, was published by Universe, a division of Rizzoli Books in 2002. *Spectacle*, a book with Bruce Mau, was published by Phaidon Press in October 2006.

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