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The logo features the word "miX" in a light blue, lowercase, sans-serif font, with a large, dark blue "X" that overlaps the "i" and "X". To the right of "miX" are the words "ON THE BEACH" in a bold, dark blue, uppercase, sans-serif font. Below this, the words "Vieques Island" are written in a smaller, dark blue, uppercase, sans-serif font.

miX ON THE BEACH

Vieques Island

ALAIN DUCASSE'S MIX ON THE BEACH AT THE W RETREAT & SPA – VIEQUES ISLAND, TO FEATURE CONTEMPORARY CUISINE INSPIRED BY THE ISLANDS

VIEQUES ISLAND, PUERTO RICO (February 17, 2010) - Renowned Chef Alain Ducasse is pleased to announce the opening of his first restaurant in the Caribbean, *miX on the beach*, the signature restaurant at the new W Retreat & Spa – Vieques Island, located just eight miles off the east coast of Puerto Rico. Inspired by Chef Ducasse's passion for the coastal flavors of the Mediterranean, coupled with the bounty of fresh local and regional ingredients on Vieques Island, *miX on the beach* will offer a contemporary menu prepared with the finest technique, exploring Latino-Caribbean flavors with an artful French twist. Guests of *miX on the beach* will enjoy breakfast and dinner while savoring the unforgettable ocean views. *miX on the beach* opens on April 1, 2010.

Executive Chef Dagan Lynn, a key member of ALAIN DUCASSE Entreprise who previously worked at the Michelin three-starred *Alain Ducasse at The Essex House* in New York, has collaborated with Chef Ducasse to develop the *miX on the beach* menu. Infused with the exotic flavors and colors of Vieques Island, the cuisine features sun-drenched fruits and vegetables such as papaya, avocado, cashew fruit, tamarind, starfruit, guava, guanabana, yucca, yautia, pumpkin squash, pigeon peas, sweet peppers and flavorful olive oils. The result is an extraordinary culinary offering full of light and refreshing dishes, expertly prepared and creatively presented.

"My vision for *miX on the beach* is to create an epicurean destination in the heart of the Caribbean," says Alain Ducasse. "Executive Chef Dagan Lynn and I were inspired by the bountiful local fruits and vegetables and the breathtaking landscape and natural elegance of Vieques. Together, we have created a contemporary menu full of fresh island flavors, colors and textures."

The *miX on the beach* menu begins with a selection of appetizers, such as Alain Ducasse's signature **Caribbean Cookpot** dish featuring fennel, carrots, zucchini, plantain banana, daikon and green onion, as well as vegetables sourced from the island such as malanga, breadfruits, and calabaza, topped off with a Thai chili condiment; **Spicy Crab Salad, Taboulé, Heart of Palm, Mango, Bell Pepper**, offering a refreshing start to the meal highlighted by in-season local mangos. In signature Alain Ducasse style, hints of Mediterranean coastal flavors accent *miX on the beach's* menu, in particular, the **Eggplant, Zucchini, Tomato, Mozzarella Terrine, Gazpacho Vinaigrette** appetizer. The finest ingredients from land and

sea are showcased in the main courses, from **Roasted Maine Lobster “Au Curry,” Coconut Basmati Rice**, a twist on a *miX* classic accentuated by sweet local pineapple, to **Farm Raised Pork En Cocotte, Creamy Grits, Corn Bread**, a regionally-inspired dish prepared with pork sourced from Cayey, a mountain town in central Puerto Rico. For dessert, island fruits and flavors abound, with **Roasted Mango and Tropical Sorbet** offering a sweet ending to the meal, while the **Baba au Rhum**, one of Alain Ducasse’s signature desserts, pays homage to the menu’s roots and is prepared with rum from Puerto Rico.

For an energetic start to the morning, breakfast will be served at *miX on the beach*. The menu includes smoothies, yogurt, cereals with berries, and a selection of farm fresh egg dishes such as omelets and steak and egg with sautéed potatoes and *salsa criolla* which can be accompanied by a variety of garnishes including smoked salmon, chorizo and *sofrito*. On the sweeter side, the breakfast menu features waffles with bananas, strawberries, whipped cream and maple syrup; French toast with caramelized apples; and a local fruit and berry selection garnished with lime zest. Local and imported cheeses are also available, accompanied by green tomato relish, pineapple chutney and piquillo condiments. Guests can also opt for the “Awake” meal which includes a pastry basket with preserves, marmalades and homemade chocolate/hazelnut spread, seasonal fruits and berries with a choice of fresh squeezed juice, French-press coffee or tea; as well as the “Healthy Start” meal with a vegetable egg white omelet, selection of fruit and choice of beverage.

In addition to *miX on the beach*, ALAIN DUCASSE Entreprise will manage the entire food & beverage program for the W Retreat & Spa – Vieques Island, including all in-room dining, banqueting and weddings, as well as:

- **W Café:** Start the day off with tea or coffee, fresh juices, and a pastry selection featuring croissants, muffins, cookies, financiers and madeleines. W Café will also offer a menu of light and healthy snacks such as Niçoise salad, club sandwiches, paninis and smoothies, perfect for those with a full itinerary who still wish to dine deliciously. These quick “take away” meals can be packed in sustainable gourmet picnic boxes for excursions to all corners of the island or a relaxing sail on the ocean.
- **Living Room bar:** To savor a taste of paradise at night, guests need only visit the lively Living Room, located just off the hotel lobby. As the sun sets, take in the magnificent ocean views while sipping champagnes, rums and cocktails, and sampling a menu of small bites and finger foods to share. Cozy up to the fire pit as the lights go down and the music turns up.
- **WET bar and terraces:** For those who wish to lounge under the sun by the resort’s two stunning pools, WET offers a selection of Mediterranean-inspired specialties, from Niçoise salads to tapas and mezze. Classic burgers and sandwiches are also available. Toast to the island with a selection of signature cocktails, refreshing smoothies, and chilled rosé wines.
- **W Welcome Lounge at Vieques airport:** Before even arriving at the W Retreat & Spa, guests will receive a warm welcome at the W Welcome Lounge at Vieques Airport with a selection of cool refreshments.

The *miX on the beach* wine collection will feature 150 references primarily from South America and Spain, as well as bottles from the United States and France, a majority of which will range in price from \$40 to \$90. A number of wines by the glass will also be offered. In addition, guests will be able to enjoy a collection of 15 aged Caribbean rums in The Living Room and a rosé wine menu by the pool and on the beach. The resort's cocktail selection will include innovative sips such as the signature "miX on the beach," a frosty cocktail for two with deliciously cool hints of mandarin orange and fresh squeezed lemon, and the "El Boricua," a bold, island-inspired blend of rums, passion fruit and mango. Cocktails will be served in the *miX on the beach* restaurant, as well as in the Living Room and WET bar.

miX on the beach will open on April 1, 2010. It is located in the W Retreat & Spa – Vieques Island, State Road 200, KM 3.2 - HC-1 Box 9368, Vieques, Puerto Rico 00765. *miX on the beach* hours: daily 7:00 AM - 11:00 AM; Sunday - Thursday 6:00 PM - 9:30 PM; Friday and Saturday 6:00 PM - 10:00 PM. W Café hours: daily 6:30AM - 6:00PM. Living Room hours: daily 5:00PM - 1:00AM. WET hours: daily 11:00AM - 5:00PM a la carte menu, WET bar: Sunday - Thursday 9:00AM -7:00PM, Friday & Saturday 9:00PM - 10:00PM. For more information, call 787-741-4100 or visit www.WVieques.com.

About ALAIN DUCASSE Entreprise

ALAIN DUCASSE Entreprise 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 restaurant and hospitality 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. ALAIN DUCASSE Entreprise operates in the field of hospitality with Alain Ducasse's traditional hotels in Provence and in Italy as well as with hotel consortium Châteaux & Hôtels Collection. The company's involvement in knowledge transmission focuses on three complementary activities: publishing, training for professionals as well as the general public, and consulting. For more information on ALAIN DUCASSE Entreprise, please visit www.alain-ducasse.com.

About W Retreat & Spa – Vieques Island

W Retreat & Spa-Vieques Island opens its doors on April 1, 2010 as the first W Retreat & Spa in North America. Located eight miles off the Southeast coast of Puerto Rico on the peaceful and untouched island of Vieques, the Retreat & Spa features 157 stylish guest rooms and suites all with private patios and balconies, providing unparalleled views of the Atlantic Ocean. The hotel offers a mix of serenity and natural beauty, inviting guests to escape to an untainted paradise that blends soft adventure with soothing relaxation. A Caribbean wonderland blessed with two private palm-lined beaches, the property flaunts waterfront leisure spots such as Living Room, Fire Pit, Lawn and Paradise Edge; four scrumptious dining options from highly acclaimed chef, Alain Ducasse; a Spa Chakra for ultimate revitalization and relaxation; and a contemporary seaside sanctuary full of natural wonders and pure indulgence. W Vieques is an undiscovered oasis created by an innovative team of designers including lead designer, Patricia Urquiola, of Milan based Studio Urquiola, renowned design firm, Rockwell Group Europe who collaborated with Patricia Urquiola on the spa and public spaces and architectural firms, Sierra Cardona Ferrer and EDSA. For more information, please visit www.whotels.com/vieques.