

DELUXE GUERLAIN SPA OPENING AT THE REGENT BAL HARBOUR IN WINTER SEASON 2007

BAL HARBOUR VILLAGE (MIAMI), FLORIDA (August 9, 2007) – Connoisseurs of luxury and the finer things in life are eagerly awaiting the arrival of the much anticipated Guerlain Spa in Winter Season 2007. The Regent Bal Harbour unveils a new generation of spa brand that exclusively offers Guerlain therapies and products in a modern environment.

The 15-room, 10,000-square-foot Guerlain Spa will be located in the new The Regent Bal Harbour, near the prestigious Bal Harbour Shops in North Miami Beach, Florida. A special Spa Therapy Questionnaire enables guests to experience personalized therapies, and continue their well-being strategy, at any Guerlain Spa location in the world. The spa delivers the ultimate combination of beauty and well-being care in this highly desirable ocean-side location.

"Guerlain Paris(TM) is one of the most respected fragrance, skincare and cosmetic companies in the world" said Guenter Richter, General Manager, The Regent Bal Harbour. "We're extremely pleased to be joining other notable destinations in Milan, Paris and at our sister hotel in Shanghai," he continued.

The spa will utilize the complete line of Guerlain's world-renowned skincare products in its customized treatments with a series of Harmonizing Massages highlighting the Guerlain Imperiale Massage; Personalized Facials such as the Exceptional Orchidée Impériale Treatment; Body Sublimation, including Five-Senses Hydrotherapy; Intensive Hand and Foot Therapies featuring a Medical Pedicure; plus Lifestyle and Nutritional Coaching. Totally Transforming full-day spa packages include spa cuisine luncheons and Guerlain skincare offerings, while partial-day experiences like Jet-Lag and Pre-Flight offer the perfect three-hour spa escape.

Each guest at the Guerlain Spa at The Regent Bal Harbour will be provided with a unique sensual spa experience, with results being achieved by a manual encounter as opposed to relying heavily on equipment or technology. "To spoil oneself with a Guerlain treatment is to benefit from the brand's irrefutable historical legitimacy and proven expertise," said Linda Maiocco, Vice President of Marketing for Guerlain Paris, USA.

"Guerlain began creating distinctive and innovative products as early as 1828. Now more than ever, Guerlain is listening to clients' desires to meet their expectations even more effectively and luxuriously." she continued.

Upon arrival, guests will be asked to complete a comprehensive Spa Therapy Questionnaire, which therapists use to create a personalized beauty and wellness strategy. This tool reveals the client's primary requirements to design a treatment that targets the client's unique profile. In addition, the questionnaire's results are transferable to any Guerlain Spa worldwide location so clients can continue their well-being journey anywhere in the world.

With incomparable views of the Atlantic Ocean and Haulover Inlet, the Guerlain Spa will be available to guests at The Regent Bal Harbour and day visitors alike. Each of the 15 treatment rooms will feature a private en-suite bathroom providing clients with utmost seclusion and privacy. Other planned features include a state-of-the-art foot therapy lounge overlooking a stunning water vista; hydrotherapy facilities; a wet therapy suite for specialized hydrotherapy and Vichy body treatments; an exclusive beachfront treatment cabana; men's and women's sauna and steam rooms; luxuriously-appointed locker rooms; and pre- and post-treatment relaxation lounges. Guests can unwind on the waterfront terrace before their scheduled appointments, and prepare for re-entry into the "real world" following their treatments in the spa's reflecting room while sipping tea and freshly prepared juices. A full range of spa cuisine, created by the hotel's Executive Chef in conjunction with the Guerlain Spa, is available throughout the property.

After a relaxing treatment at the Guerlain Spa, guests can relax in the hotel's finely appointed surrounds, possibly selecting to return to their exquisitely appointed room or suite to unwind or maybe to return to the outdoor pool, whirlpools or private cabanas. Two gourmet on-property restaurants offer superb dining options which may be exactly what the doctor ordered in order to provide guests with energy before hitting the Bal Harbour Shops for some Gucci, Prada or D&G accessories to match their post-spa-treatment glow.

Miami comes of age with the Winter Season 2007 opening of The Regent Bal Harbour. With a Guerlain Spa, a spectacular signature restaurant, specially commissioned private art works, and semi-private and private elevators to guest rooms, the hotel sets a new Florida standard for oceanfront luxury and sophisticated chic. For more information, visit www.RegentHotels.com/BalHarbour.

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