



ST REGIS
NEW YORK



**The St. Regis New York Unveils the St. Regis New York E-Butler
Signature St. Regis Personal Butler Service with the Touch of a Button**

*Revolutionizing the Guest Experience with the Next Generation of Butler Service
Jason Wu, Alexis Bittar, Danny Meyer and André Leon Talley Share their Insider Tips*

NEW YORK – Melding 21st century technology with a tradition of personalized service, The St. Regis New York is delighted to announce the launch of the St. Regis New York E-Butler, an innovative and cutting-edge PDA application allowing guests to interact with the hotel’s butlers and concierge as never before. The St. Regis New York E-Butler is a modern twist on traditional butler service, providing guests with the world renowned St. Regis service at the touch of a button.

This remarkable application will offer guests the ability to “chat” directly with The St. Regis E-Butler in real-time via their iPhone or iPad, arranging all of the important details of their visit to the city instantly. In St. Regis style, the hotel has tapped New York’s most celebrated personalities including André Leon Talley, Jason Wu, Alexis Bittar, Alain Ducasse, Doug Blonsky, President of the Central Park Conservancy, Danny Meyer, David Rockwell, Dale DeGroff, Harold Koda, Michel Musto, Peter Som and Preston Bailey to share their favorite shops, restaurants and city landmarks, offering exclusive content that only the St. Regis could curate and providing a unique insider’s guide to the city. Through St. Regis

E-Butler, guests will have the ability to book these “favorite spots” directly, offering an even more seamless experience. The St. Regis New York E-Butler will also feature a curated calendar of events for the season’s most interesting and anticipated happenings throughout the city.

“For more than 100 years, the St. Regis has provided exceptional hospitality service to its guests,” said Paul Nash, General Manager of The St. Regis New York. “This new feature brings the iconic St. Regis guest experience into the digital age, but more importantly it enhances our ability to provide the unparalleled level of service guests have come to expect from the St. Regis.”

The signature St. Regis butler service is one of the most visible representations of the hotel’s famed level of service and attention to detail. Dedicated personal assistants, they manage and facilitate a virtually unlimited array of guest requests, from assisting with business details and arranging reservations at restaurants, theaters and spas, to personal matters such as a running a quick errand to a favorite shop. Understanding the need to evolve and the guests’ desire to communicate electronically, St. Regis has developed this remarkable application in partnership with Los Angeles-based technology firm runtriz to provide an even more seamless and enriching experience.

Once guests have made their reservation at The St. Regis New York, they will receive an email confirmation, including a link to download the St. Regis New York E-Butler application directly to their iPhone, iPad, Blackberry, Andriod or other smartphone. Guests will also be able to download The St. Regis E-Butler application via itunes. The St. Regis New York E-Butler will allow guests to speak directly with their Butler and Concierge prior to arrival and while on property.

The St. Regis New York E-Butler will be a complimentary service offered to all guests in residence at The St. Regis New York granting incredible access to the hotel’s celebrated concierge desk and Butlers, as well as the unique Insider’s Guide to New York and a calendar of events which is updated seasonally. A version of the application will also be available to the general public and will include a number of features such as the Insider’s Guide to New York and the seasonal calendar of events.

About St. Regis Hotels & Resorts

Combining classic sophistication and modern luxury, the St. Regis brand remains faithful to its commitment to excellence. Founded by John Jacob Astor IV, with the opening of the first St. Regis Hotel in New York City over a century ago, the St. Regis brand of hotels is known for its unique luxury dimension, customized service and refined elegance, in the best destinations worldwide. Plans for this brand to globally continue its legacy include long-awaited St. Regis US and Latin American hotels and resorts in Bal Harbour, Buenos Aires and the Riviera Maya. In Asia, St. Regis has also announced plans

to open hotels in Bangkok, Chengdu, Kuala Lumpur, Sanya Yalong Bay and Tianjin. In Africa and the Middle East, the St. Regis brand will continue to expand in Abu Dhabi, Cairo, Doha and Mauritius. The distinctive trait of the St. Regis experience is customized service and attention, coveted locations and luxurious design. For more information on St. Regis Hotels & Resorts please visit the new www.stregis.com.

About runtriz™

runtriz™ is the premier Los Angeles-based global hospitality network specializing in mobile solutions for the world's top hospitality brands. The firm has pioneered cutting edge interactive applications that allow their partners to provide customers with unparalleled service. The brand's portfolio of services, including the acclaimed Hotel Evolution application, gives consumers full control of their experience by placing retail, hospitality, residential, and other services in the palm of their hands. For more information, visit www.runtriz.com