



LOEWS

SANTA MONICA BEACH
HOTEL

SEX AND ANOTHER CITY

Celebrate SEX AND THE CITY 2 with Loews Santa Monica's "I Heart LA" Package

LOS ANGELES (March 16, 2010) – Forget the Big Apple and head west! Loews Santa Monica Beach Hotel's new "I Heart LA" package allows single and fabulous girls everywhere to celebrate this summer's hottest movie with the one thing that never goes out of style – their best friends.

Whether you're a Carrie, Miranda, Samantha or Charlotte, Los Angeles offers something for everyone with its gorgeous beaches, iconic nightclubs and celebrity-filled boutiques. Best of all, Loews Santa Monica Beach Hotel's ideal oceanfront location is in the heart of it all. It's the perfect way to enjoy a gals-only getaway inspired by Sex and the City of Angels.

The "I Heart LA" package includes a two-night stay in a deluxe double guestroom at Loews Santa Monica. In appreciation of a woman's right to shoes, guests enjoy a \$200 shopping credit to **Fred Segal**, the world-renowned boutique synonymous with what's hip, trendy and essential in fashion. Also included are two character-inspired spa treatments at the hotel's eco-friendly Ocean Spa and Fitness. Choices include:

- **Carrie's Stiletto Surrender Pedicure:** A refreshing blend of citrus and cranberry combined with a warm paraffin immersion to soften soles and provide high-heel relief.
- **Samantha's Blonde Ambition:** For the daring and outspoken, a bikini scaping hair dye treatment offered in shades of blonde, brunette or even pink.
- **Charlotte's Tried and True Aromassage:** A tried and true lavender aromatherapy massage for traditional girls who see no need to break convention.
- **Miranda's Harmony Massage:** A harmony massage designed to inspire a healthy balance of work, family and friends.

Spa services also include access to Ocean Spa's other features, including steam, sauna, new fitness center and group wellness classes. Loews Santa Monica Beach Hotel's "I Heart LA" package starts at \$750 per pair of besties, based on double occupancy, and represents a 15-percent savings. The package is available April 1 to June 30, 2010. For reservations or more information, please call 310-458-6700 or visit

www.loewshotels.com/santamonica.

“I Heart LA” Package Overview

- Two-night stay in a deluxe double guestroom at Loews Santa Monica Beach Hotel
- \$200 **Fred Segal** gift card
- Two character-inspired spa treatments at Ocean Spa and Fitness
- Personal Concierge service by one of the hotel’s three Les Clefs d’Or certified Concierges

Loews Santa Monica Beach Hotel has recently completed a multi-million dollar renovation and remodeling venture. The top-to-bottom makeover brings exquisitely-restored marble floors, a beautifully reconceived lobby and a transformed oceanfront pool deck with oversized loungers and sleek cabanas that can be enjoyed while soaking up a magnificent sunset. Additional hotel features include 342 spacious guestrooms and suites, two restaurants and lounges and immediate proximity to Santa Monica’s premier attractions.

About Loews Hotels:

Headquartered in New York City, Loews Hotels owns and/or operates 17 hotels and resorts in the U.S. and Canada. Located in major city centers and resort destinations from coast to coast, the Loews portfolio features one-of-a-kind properties that go beyond Four Diamond standards to delight guests with a supremely comfortable, uniquely local and vibrant travel experience. Loews boasts some of the industry’s most innovative and successful travel programs, including Loews Loves Kids for families and Loews Loves Pets for discerning animals on the road. For reservations or more information on Loews Hotels, call 1-800-23-LOEWS or check www.loewshotels.com.

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