



LOEWS

SANTA MONICA BEACH
HOTEL

LOEWS SANTA MONICA BEACH HOTEL'S "HOLIDAY BONUS" PACKAGE OFFERS THE PERFECT MIX OF SUN, SEA, SPA... AND SHOPPING

LOS ANGELES (Nov. 30, 2010) – Whether it's Bloomingdale's, Louis Vuitton, Nordstrom or Tiffany & Co., the world's savviest shoppers are sure to find everything they need at Santa Monica Place. And this holiday season, Loews Santa Monica Beach Hotel makes shopping there easier than ever with an exclusive "**Holiday Bonus**" package.

Located just steps from the hotel, Santa Monica Place is Los Angeles' newest and most exciting shopping destination. This holiday season, Santa Monica Place will transform into a winter wonderland with a one-of-a-kind modern performance tree, live entertainment and visits from Santa. To help enjoy the festivities, Loews Santa Monica Beach Hotel's "Holiday Bonus" package includes a **\$200 Santa Monica Place** gift card.

After a long day of shopping, guests will return to the hotel's **Ocean Spa & Fitness** for a soothing massage or facial. Recently named one of the "Best Hotel Spas" by readers of Conde Nast Traveler, Ocean Spa & Fitness features eco-friendly design elements, massage, facial and body treatments, a full-service hair salon with Blow's self-titled hair care line, expansive retail boutique and state-of-the-art fitness center.

Holiday Bonus Package:

- One-night stay at Loews Santa Monica Beach Hotel
- \$200 Santa Monica Place gift card
- 50-minute massage or facial at the hotel's Ocean Spa & Fitness

Loews Santa Monica Beach Hotel's Holiday Bonus Package is available now through January 31, 2011. Guestroom rates start at **\$425** per night. For reservations or more information, please call 310-458-6700 or visit www.loewshotels.com/santamonica.

Situated on the edge of the Pacific, Loews Santa Monica Beach Hotel is located steps from the famous fitness paths and outdoor parks that run along the Santa Monica shoreline. A recent 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, immediate proximity to Santa Monica's premier attractions and front row views of the Pacific Ocean and world-famous Santa Monica Pier.

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.

About Santa Monica Place:

The new Santa Monica Place is a three-level, all-open-air shopping and dining destination located just two blocks from the beach in Santa Monica. Opened in August 2010, Santa Monica Place features Bloomingdale's, Nordstrom, CB2, Nike, Louis Vuitton, Tiffany & Co, Burberry, Love Culture, AllSaints Spitalfields and many other exciting retail attractions. The third-level Dining Deck offers spectacular ocean and city views, and stars six, chef-driven restaurants and a modern, all-glass food court for casual dining. For more information, please visit www.santamoniacaplace.com.

Contact: Anne Stephany
Director of Public Relations
Loews Hotels, California
619-424-4416
astephany@loewshotels.com