



LOEWS

SANTA MONICA BEACH
HOTEL

LOEWS SANTA MONICA BEACH HOTEL'S ECO-FRIENDLY SPA OFFERS MEETING-FRIENDLY EXPERIENCES

LOS ANGELES (July 14, 2009) — In an effort to help meeting planners set the mood for a productive and energetic meeting, Ocean Spa and Fitness, the new eco-conscious spa at Loews Santa Monica Beach Hotel, introduces four “Spa Teaser” breaks. Each experience utilizes the healing benefits of massage to improve alertness, creative thinking and ultimately keep minds focused on the meeting.

Spa Teasers Include:

- **Focus:** A 20-minute Yoga break featuring breathing techniques and simple exercises to increase energy and alertness. Ideal for groups of any size. \$150 per group.
- **Refresh:** A 30-minute break featuring two chair massage stations. Ideal for small groups. \$200 per group.
- **Recharge:** A 30-minute break featuring two chair massage stations and two hand massage stations. Ideal for groups of 20 or less. \$400 per group.
- **Stress Buster:** A 30-minute break featuring three chair massage stations and two hand massage stations. Ideal for groups of 25 or less. \$500 per group.

The Spa Teaser breaks can be enjoyed in one of the hotel’s recently-renovated meeting rooms or oceanfront foyers. In addition, Ocean Spa offers a variety of 25-minute services for on-the-go attendees. Customized spa and salon experiences are also available.

Designed and managed by Plus One Health Management, Ocean Spa underwent a complete transformation in April 2009. New eco-friendly design elements include Ecoresin panels made from 40-percent post-industrial recycled resin, Armstrong sustainable ceiling tiles, reclaimed-wood furniture pieces, Mondo recycled rubber floors and Shaw carpet with Cradle to Cradle Certification. An expansive fitness center features state-of-the-art cardio equipment with iPod docking stations and personal televisions. A group fitness studio offers a variety of classes, including yoga, spinning, dance, mat Pilates and body sculpting.

Additional spa amenities include spa manicures and pedicures, full-service hair salon with Blow’s self-titled hair care line and proprietary “blow out” services, expansive retail boutique, comfortable men’s and women’s lounges with dry saunas and eucalyptus steam rooms, personalized fitness programs, nutritional coaching and educational seminars. For more information, please call Ocean Spa at 310-899-4040 or visit www.loewshotels.com.

About Loews Santa Monica Beach Hotel:

Opened in 1989 as the first beachfront hotel in Los Angeles, Loews Santa Monica Beach Hotel is located steps from the famous fitness paths and outdoor parks that run along the Santa Monica shoreline. The hotel has recently undergone a multimillion-dollar transformation, including exquisitely restored marble floors, a beautifully reconceived lobby, a transformed oceanfront pool deck featuring oversized loungers and sleek cabana and an exterior facelift for a more luxurious arrival experience. For more information, please call 310-458-6700 or visit www.loewshotels.com.

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Media Contact:

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