



SERENITY MEETS SUSTAINABILITY AT LOEWS SANTA MONICA BEACH HOTEL'S NEWLY-RENOVATED OCEAN SPA & FITNESS

LOS ANGELES — Loews Santa Monica Beach Hotel announces the re-opening of its 7,000-square-foot Ocean Spa & Fitness, an eco-conscious spa that embraces nurture *and* nature.

“As we continue to invest in our hotel, we feel a strong sense of responsibility to help protect our planet,” said Bill Doak, general manager of Loews Santa Monica Beach Hotel. “This project allows us to be environmentally responsible while still providing a luxury spa experience for our hotel guests, spa members and local residents.”

Designed and managed by Plus One Health Management, Ocean Spa & Fitness’ 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.

In addition to aesthetic changes, the spa’s wellness experiences have also been rejuvenated to include organic attributes. The “Aroma Synergy” massage and “Stream of Consciousness” scalp treatment incorporate certified organic essential oils by Red Flower. Spa-goers choose from a variety of blends, including Indian jasmine, French lavender and Icelandic moonflower, to help enhance their healing experience. Red Flower is an eco-responsible company that uses sustainably harvested ingredients, biodegradable products and recycled packaging.

Other unique spa experiences offered in Ocean Spa’s four treatment rooms include Moor mud wraps, buff body treatments, beauty flash facials and the signature “Beachcomber” massage with heated tiger clam shells infused with mineral-rich kelp and sea water. Several of these treatments incorporate Pevonia Botanica products. A member of the Organic Trade Association, Pevonia is a renowned leader in botanical skincare largely for its environmental endeavors, including paraben-free and chemical-free products, post-consumer recycled bottles and biodegradable packaging.

Recognized as one of the nation’s “best hotel fitness centers” by *Men’s Health*, Ocean Spa’s **fitness center** has also undergone a complete transformation. The spacious facility features new, state-of-the-art cardio equipment by Technogym, including six treadmills, seven elliptical machines, three exercise bikes, one rowing machine, one Excite top hand machine and two cardio waves – each

equipped with an iPod docking station and personal television. In addition, three interactive Espresso bikes allow guests to enjoy a fun and competitive side-by-side racing experience. A group fitness studio also 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 cutting, coloring and styling 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 on Ocean Spa & Fitness, please call (310) 899-4040 or visit www.loewshotels.com.

Ocean Spa & Fitness is just one part of Loews Santa Monica Beach Hotel's commitment to maintain its long-standing reputation as one of Los Angeles' most celebrated beachfront hotels. The hotel is in the midst of a \$7 million renovation and remodeling venture scheduled for completion in June 2009. Plans include an exterior facelift for a more luxurious arrival experience, new lobby and pool furniture, guestroom bathroom upgrades and meeting space enhancements. The fresh new look will complement the hotel's unique setting with the thriving Santa Monica city on one side and the sands of Pacific Ocean on the other.

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. Hotel amenities include 342 spacious guestrooms and suites, three restaurants and lounges, Ocean Spa & Fitness, 17,000 square feet of meeting space and immediate proximity to Santa Monica's premier attractions. For more information, please call 310-458-6700, 800-23-LOEWS or visit www.loewshotels.com.

About Plus One

Plus One Health Management Inc. is a leader in the design, development and management of fitness centers, spas and wellness programs for large corporations, luxury hotels, real estate developers and community centers. Plus One applies an integrated approach, while catering to some of the finest organizations in the world. Clients include Fortune 500 companies, luxury hotel properties, financial services firms and law partnerships. Founded in 1986 as a personal training clinic for celebrities and discerning clients who valued custom health and wellness solutions, Plus One now employs more than 1,500 professionals nationwide. For more information, please visit www.plusone.com.

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Media Contact:

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