



News Release

THE LEADING HOTELS OF THE WORLD FULFILLS ‘QUEST OF A LIFETIME’ FOR ONE LUCKY TRAVELER WITH A FLAIR FOR STORYTELLING

NEW YORK October 15, 2009 – Countless stories can be told on behalf of the more than 450 Leading Hotels that exist around the world. From The Lowell Hotel unofficially designating a room the “Gym Suite” after a famously fit pop icon transformed her living room into a gym, to Halekulani’s renowned Santa, a jovial repeat guest who, for more than a decade, has dressed up as Saint Nick and arrives via canoe on Christmas Eve, the charming, quirky, fascinating and enlightening anecdotes are endless and entertaining.

This holiday season, The Leading Hotels of the World is asking its guests to share *their* stories with ***The Quest of a Lifetime***, an online contest awarding one lucky winner a trip of a lifetime that includes a seven-night stay at any Leading Hotel, business-class roundtrip airfare for two, a \$5,000 Bloomingdales shopping spree and a set of Tumi luggage. Individuals who have stayed at a Leading Hotel within the last two years are invited to visit www.questofalifetime.com to submit a 150-word (or less) essay telling their extraordinary travel experience at a Leading Hotel. Entries – up to five separate stories per person – will be accepted until 11:59 p.m. ET November 20, 2009.

Based 1/3 on creativity, 1/3 on originality and 1/3 on the story’s appropriateness to the “quest” theme, a panel of esteemed judges will whittle the entries down to 10 finalists. Then, between December 5 and December 31, 2009, the public will have a chance to review and vote to determine the grand prize winner. The big announcement will be made during the week of January 4, 2010.

Consumers who want to share in the interactive contest, but have not stayed at a Leading Hotel within the last two years will be redirected to a separate, exclusive sweepstakes where they can enter to win a three-night stay at the luxurious, newly constructed all-inclusive Grand Velas, Riviera Maya. Both the contest and sweepstakes are only open to legal residents of the United States and Canada (except for Quebec). And each entrant will only be eligible for either the Contest or Sweepstakes portion of the Promotion; entrants will not be eligible for both portions of the Promotion.

For more information, official contest rules, terms and conditions, or to participate in ***The Quest of a Lifetime***, log on to www.questofalifetime.com or www.lhw.com/questcontest.

About The Leading Hotels of the World, Ltd.

The Leading Hotels of the World, Ltd. is the prestigious luxury hospitality organization representing more than 450 of the world’s finest hotels, resorts and spas, and is the operator of www.lhw.com and www.lhwspas.com – the online sources for your luxury lifestyle. As the largest international luxury hotel brand, the firm maintains offices in 22 major markets across the globe.

Since 1928, the company’s reputation for excellence derives from the exacting levels of quality it demands of its members, each of which must pass a rigorous, anonymous inspection covering hundreds of meticulous criteria spanning from product to behavioral standards. This set of standards is the most stringent in the industry.

For reservations and information, visit www.lhw.com or telephone toll-free from the USA, Canada, Puerto Rico and the US Virgin Islands, (800) 223-6800.

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