

For Immediate Release

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Westin Bonaventure Revives Instant Tax Relief Room Giveaway with “U.O.Me”

***Landmark Los Angeles Hotel to Provide 200 Free Roomnights through Rest of the Summer,
With 40 rooms Reserved for Twitter Users Only***

LOS ANGELES, July 27, 2009—Officials of the Westin Bonaventure today announced the property is reviving its “U.O.Me” instant tax relief promotion and will give away 50 rooms every week over a four-week period, a total of 200 rooms, starting today, July 27, through the end of August. Forty of the 200 rooms will be awarded exclusively through Twitter; the remaining 160 will be awarded at the property’s website.

The U.O.Me promotion, originally introduced in March, was the hotel’s response to I.O.U.s that California residents were notified they would be receiving in lieu of tax refunds.

“We thought we had seen the last of the I.O.U.s in April,” said Michael Czarcinski, managing director at the Westin Bonaventure. “But they’re back, and this time with required furlough days. The state of California is still trying to tame its budget, and in the meantime, residents are foregoing vacations and downtime. We can offer a bit of respite from it all in the heart of the newly-rejuvenated downtown L.A. Downtown is an entirely different place from what it was even five years ago; California residents have a brand new city to explore. Offering a one-night getaway is our version of an in-kind tax refund.”

Czarcinski noted that many of the March U.O.Me winners booked an additional night with the hotel or dined at LA Prime, the property’s on-site steak house.

“The one free night seemed to be enough of a value that guests felt they could spend another night and have dinner with us. It provided just enough of a financial cushion that guests could afford to take a mini-vacation,” he said.

U.S. residents over 21 years of age can enter to win a “U.O.Me” through Twitter or the Westin Bonaventure website, www.thebonaventure.com. Rooms will be given out on a first-come, first-serve basis. Eligible dates: July 27 – July 31 (10 rooms each night) and August 9 – August 31 (six rooms Sundays – Thursdays, 10 rooms available Fridays and Saturdays). Entries for today through Friday, July 31 will be accepted between 9 a.m. and 12 noon PDT today, via the website and between 10 a.m. and 11 a.m. PDT via Twitter, hashtag #U.O.Me.

The first 10 tweets and first 40 website entries will win a room, and must be redeemed by July 31st. For all other dates, entries for Sunday – Thursday will be accepted between 9 a.m. and 12 noon PDT via the website and between 10 a.m. and 11 a.m. PDT via Twitter, hashtag #U.O.Me, the Tuesday one week prior to the desired week. The first five tweets and first 25 website entries will win a room, and must be redeemed by the following Thursday. Entries for Friday and Saturday will be accepted the Friday one week prior to the desired weekend. The first five tweets and first 15 website entries will win a room, and must be redeemed by the following Saturday. Winners can choose the desired night based on room availability. All winners must present a form of credit upon check-in for the purposes of incidentals.

About The Westin Bonaventure Hotel & Suites and LA Prime

The 1,354-room Westin Bonaventure Hotel & Suites is located in the heart of Los Angeles. Its signature soaring glass towers have made it the most photographed building in the world and the leading lady on the set of Hollywood’s biggest films. The property also features 110,000 square feet of meeting and exhibit space, the largest hotel ballroom in the city. Guest rooms include amenities such as floor-to-ceiling views of the Los Angeles skyline and the

signature Westin Heavenly Bed® and Heavenly Bath. LA Prime, the signature New York-style steakhouse restaurant, is located on the 35th floor, offering diners the ultimate Los Angeles view. Executive Chef Andreas Nieto creates dishes known for innovative and edgy cuisine, featuring prime beef steaks, both wet and dry aged, lamb and veal chops and fresh fish and shellfish, all enhanced with local produce and accompanied by an award-winning wine cellar. For more information visit the hotel's Web site: www.thebonaventure.com