

THE WESTIN

MAUI
RESORT & SPA
KA'ANAPALI

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WESTIN HEAVENLY CELEBRATION Resort Associates Recognized For Making Three Million Heavenly Beds® At The Westin Maui Resort & Spa, Ka'anapali

KA'ANAPALI BEACH, MAUI, HAWAII, June 11, 2009 – Amidst sounds of laughter and boisterous cheering, sixteen teams of resort employees raced to making the best looking Heavenly Bed in conjunction with the launch of the Westin Heavenly Celebration at The Westin Maui Resort & Spa.

The winning 4-member teams included Front Desk employees Hea Hong, Grace DiFranco, Mila Cabamilla and Elizabeth Alipio and Engineering employees Hank Kauka, Maricel Rabino, Daisy Yadao and Melissa Rabino. The Housekeeping Team Cynthia Agonay and Zeny Barut won as well despite being the only 2-member team. Points were awarded on neatly tucked bed corners, correct sheet layers for the fluffy comfort; placement of pillows and originality with an aloha touch.

The bed making contest was part of the festivities held for resort employees to kick off the five month global celebration of Westin Hotels & Resorts. The hotel chain sparked a hotel bedding revolution with the 1999 launch of the Heavenly Bed®: an icon that inspired countless imitators ignited the hotel-bed wars and jump-started the hotel retail phenomenon.

In Hawaii, The Westin Maui Resort & Spa became the first Westin branded property in 1987 and was also selected to launch the Heavenly Spa by Westin™ in 2004. There are currently 13 Westin branded spas worldwide designed to promote renewal and a sense of well-being.

Westin Heavenly Celebration At The Westin Maui Resort & Spa

When interviewed on the celebration and their work experience, resort employees shared their fond memories as well as moments that stood out during their years of being in the hospitality industry.

Guest services /valet attendant Byron Rodrigues believes in welcoming guests with a warm and friendly smile. “I have been at the resort for 21 years and we enjoy becoming friends to guests who return year after year,” he said. Housekeeping attendant Adeline Costillo who has been with the resort for 19 years often has guests commenting on the restful sleep they had on the Heavenly Bed.

Resort general manager Craig Anderson thanked all the employees for their excellent services. He also recognized 47 housekeeping employees who each made more than 50,000 beds since the launch of the Heavenly Bed in 1999 and 25 more housekeeping employees who each made 25,000 beds the past five years. “In total, three million beds have been made at this 758-room resort since the launch of the Heavenly Bed,” said Craig.

As part of the celebrations, Craig also appointed housekeeping manager Austin Fredregill as the “chief of sleep”. With his title comes a long tasseled night cap to add to the fun and merriment planned for all guests and visitors to Maui the next five months including a breathtaking Floral Fireworks show with over 5,000 orchids to be dropped from the helicopter on July 10, 2009. More details are available on westinmaui.com.

About Westin Heavenly Celebration:

Ten years ago, Westin received a wake-up call from travelers, who said in a survey that the most important service a hotel can offer is a good night’s sleep. Westin spent more than \$30 million to create the perfect night’s sleep and introduce 52,000 new Heavenly beds in its 39,500 guest rooms, becoming the first hotel brand to take sleep seriously.

Ten years later, consumers and critics agree – Westin Hotels & Resorts is still the best in bed. The sumptuous, 10-layer Heavenly Bed has grown from cult favorite to well-loved classic, and Westin has expanded Heavenly into a full-lifestyle brand, with similarly luxurious offerings for the bath, the baby, and even the dog.

Following an overwhelming guest response and unmatched media attention, “Heavenly” soon became synonymous with “Westin.” Over the next 10 years, Westin introduced several additions to the Heavenly portfolio, including the Heavenly Crib in 2000, Heavenly Shower in 2001, Heavenly Dog Bed in 2002 and Heavenly Spa brand in 2004. After introducing the bed that changed it all, Westin continued to look for other ways to strengthen its commitment to guests’ wellness, pledging to “help guests feel better when they leave than when they arrived.” Wellness-inspired offerings introduced over the past decade included several more industry firsts: the high-performance WestinWORKOUT program and runWestin (a series of running concierges, maps, and amenities) in 2005; Breathe Westin (a commitment to a smoke-free environment) and signature White Tea scent in 2006, and a SuperFoods menu in 2007.