

SHERATON CABLE BEACH RESORT GRAND OPENING

EXECUTIVE REMARKS

WELCOME – HANS ALTENHOFF, SHERATON CABLE BEACH RESORT

(APPROX. 1 MIN. 30 SEC.)

GOOD EVENING EVERYONE AND WELCOME TO THE ALL-NEW SHERATON CABLE BEACH RESORT.

I AM HANS ALTENHOFF, AND I HAVE THE DISTINCT PLEASURE OF BEING YOUR HOST THIS EVENING AND SERVING AS THE GENERAL MANAGER OF THIS BEAUTIFUL NEW RESORT.

TONIGHT WE ARE PLEASED TO HAVE YOU JOIN US FOR THIS CELEBRATION WEEKEND TO OFFICIALLY MARK THE GRAND OPENING OF THE NEW SHERATON CABLE BEACH RESORT.

JOINING US THIS EVENING ARE A NUMBER OF DISTINGUISHED GUESTS FROM THE U.S. – BOTH MEMBERS OF THE PRESS AND LEADING MEETING PLANNERS. WE ARE ALSO HONORED TO HAVE WITH US THIS EVENING MEMBERS OF THE BAHAMAS' MINISTRY OF TOURISM, LEADERS FROM THE BAHAMAS' TOURISM INDUSTRY, AND MEMBERS OF THE LOCAL PRESS.

THANK YOU ALL FOR BEING HERE, WE ARE CERTAINLY PLEASED TO HAVE YOU WITH US.

I HAVE ENJOYED A WONDERFUL CAREER WORKING FOR STARWOOD AND MANY OF ITS SHERATON PROPERTIES, BUT I CAN TELL YOU IN MY MORE THAN 20 YEARS IN THIS INDUSTRY, MANAGING THIS NEW SHERATON IS A TRUE HIGHLIGHT FOR ME.

I AM INDEED PROUD TO BE A PART OF THE OPENING OF THIS WONDERFUL NEW RESORT, WHICH PLAYS A DUAL ROLE IN PRESENT-DAY CABLE BEACH, AND THE CABLE BEACH OF TOMORROW. BUT I WILL LET OUR SPEAKERS THIS EVENING TELL YOU MORE ABOUT THAT.

I SINCERELY HOPE ALL OF YOU ARE HAVING A GREAT TIME AS YOU FAMILIARIZE YOURSELVES WITH THE SHERATON CABLE BEACH RESORT.

IT IS OUR JOB TO MAKE SURE THAT YOU HAVE A TERRIFIC TIME, AND THAT YOU LEAVE HERE WITH GREAT MEMORIES THAT YOU SHARE WITH YOUR FRIENDS AND FAMILY. WE ALSO WANT YOU TO FEEL A TRUE SENSE OF BELONGING THAT MAKES YOU WANT TO COME BACK AGAIN AND AGAIN.

WE HOPE WE HAVE ACHIEVED THAT. AND WE ENCOURAGE YOU TO SEE ANY ONE OF US OR OUR FINE STAFF IF THERE IS ANYTHING WE CAN DO TO MAKE YOUR STAY WITH US THAT MUCH MORE ENJOYABLE.

WITH THAT I WOULD LIKE TO OFFICIALLY GET TONIGHT'S PROGRAM STARTED.

AS YOU KNOW, STARWOOD HAS JOINED BAHAMA RESORTS ON NOT ONLY THE NEW SHERATON CABLE BEACH RESORT, BUT ALSO IN THE REVITALIZATION OF THIS DESTINATION AS PLANS FOR THE ONE-OF-KIND BAHAMA RESORT ARE REALIZED.

THIS PROPERTY REPRESENTS THE FIRST STEPS TOWARDS THAT VISION, AND HELPING TO SPEARHEAD THOSE EFFORTS FOR STARWOOD IS THE SENIOR VICE PRESIDENT OF THE SOUTHEAST REGION FOR STARWOOD HOTELS AND RESORTS WORLDWIDE, KEVIN REGAN.

KEVIN...

REMARKS – KEVIN REGAN, STARWOOD

(APPROX. 2 MIN.)

THANK YOU HANS.

AND GOOD EVENING EVERYONE. WELCOME TO OUR NEWEST PROPERTY
IN THE CARIBBEAN – ISN'T IT FANTASTIC.

STARWOOD, AS YOU KNOW, HAS A LONG HISTORY AND PRESENCE IN THE
CARIBBEAN, AND IN THE BAHAMAS.

AND WE ARE INDEED PROUD AND EXCITED TO OFFICIALLY OPEN THIS
NEW SHERATON PROPERTY ON THIS WORLD-FAMOUS STRETCH OF BEACH,
CONSIDERED BY MANY TO BE THE MOST FAMOUS AND BEAUTIFUL IN THE
BAHAMAS.

AS THEY SAY...ITS ALL ABOUT LOCATION, LOCATION, LOCATION...SO
WHERE ELSE WOULD BE WANT TO BE?

THIS FULL-SERVICE HOTEL DELIVERS ON SHERATON'S INNOVATIVE
HOTEL CONCEPT TO BRING GUESTS TRUE COMFORT AND STYLE, WITHOUT
COMPROMISE.

THE SHERATON CABLE BEACH RESORT ALSO EMBODIES THE BRAND'S CORE PHILOSOPHY – TO MAKE EACH OF OUR GUESTS FEEL WELCOME BY GIVING THEM A SENSE OF BELONGING FROM THE MINUTE THEY WALK THROUGH OUR DOORS, AND AT EACH TOUCHPOINT DURING THEIR STAY WITH US.

WE LOOK FORWARD TO BRINGING OUR BRAND'S LOYAL CUSTOMERS TO THE DESTINATION TO ENJOY THE NEW SHERATON CABLE BEACH RESORT, AND WE'RE CONFIDENT IT WON'T BE LONG BEFORE THE IT BECOMES A FAVORITE FOR ISLAND VISITORS.

WE ARE MOST CERTAINLY ENTHUSIASTIC ABOUT ADDING THIS PROPERTY TO OUR GLOBAL PORTFOLIO. WE ARE ALSO PROUD TO BE A PART OF THE RENAISSANCE THAT IS TAKING PLACE ON CABLE BEACH AS IT RECLAIMS ITS PLACE AS ONE OF THE WORLD'S MOST SOUGHT-AFTER DESTINATIONS.

TO THAT END, IT IS IMPORTANT TO NOTE THAT THE OPENING OF THIS NEW PROPERTY AND WHERE WE ARE TONIGHT, IS SIGNIFICANT FOR ANOTHER REASON – IT REPRESENTS, IN MANY WAYS, A CROSSROADS BETWEEN THE PAST AND THE FUTURE.

THIS NEW SHERATON CABLE BEACH RESORT IS IN FACT, A BRIDGE TO TOMORROW'S VISION FOR CABLE BEACH. THAT VISION IS *BAHA MAR*, AN

UNPRECEDENTED RESORT DEVELOPMENT PROJECT THAT STARWOOD IS EXTREMELY PROUD AND HONORED TO BE A PART OF.

I KNOW DON WILL BE SHARING THAT VISION WITH YOU DURING HIS REMARKS, BUT IN THE MEANTIME, I WOULD LIKE TO RECOGNIZE BAHAMAR RESORTS – NO ONE COULD ASK FOR A BETTER PARTNER, AND ON BEHALF OF STARWOOD, WE COMMEND THEIR COMMITMENT TO THE SHERATON AND THIS ENTIRE PROJECT AND I WANT TO PERSONALLY THANK THEM FOR THEIR LEADERSHIP AND SUPPORT.

IN CLOSING, I WOULD LIKE TO ADD THAT IT IS A GREAT FEELING TO BE STANDING HERE BEFORE YOU TONIGHT AND SEEING AND EXPERIENCING FIRST-HAND ALL OF THE HARD WORK AND PLANNING THAT OUR SHERATON TEAM HAS PUT INTO THIS OUTSTANDING HOTEL. I COULDN'T BE MORE PROUD AND I THANK THEM AS WELL.

WE HOPE YOU ARE AS DELIGHTED WITH THIS PROPERTY AS WE ARE – FROM ITS CONTEMPORARY LOOK AND FEEL, TO ITS WELL-APPOINTED SUITES, IMPECABLE DINING AND SERVICE, AND AUTHENTICALLY BAHAMIAN WARMTH AND CHARM.

WE HOPE TO SEE YOU HEAR AGAIN IN THE FUTURE, AND IN THE MEANTIME, ENJOY THE REST OF YOUR STAY WITH US. THANK YOU.

TRANSITION/ DON ROBINSON INTRODUCTION – HANS ALTENHOFF

THANK YOU KEVIN.

AS KEVIN MENTIONED, WE ALL WOULDN'T BE HERE TODAY WERE IT NOT FOR THE UNWAVERING EFFORTS AND SINGULAR VISION OF BAHA MAR RESORTS. TO SHARE THAT VISION WITH YOU IS BAHA MAR PRESIDENT, DON ROBINSON.

DON.....

**REMARKS – DON ROBINSON, BAHA MAR
(APPROX. 3 MIN.)**

THANK YOU HANS AND KEVIN.

ON BEHALF OF BAHA MAR RESORTS, I WOULD ALSO LIKE TO WELCOME EACH OF YOU TO THE ALL-NEW SHERATON CABLE BEACH RESORT AND TO NASSAU'S REVITALIZED CABLE BEACH – LONG RECOGNIZED AS THE ISLAND'S BEST.

LET ME FIRST THANK YOU ALL FOR LEAVING COLD POINTS NORTH AND SPENDING THIS TIME WITH US TO MARK THIS TRULY SPECIAL OCCASSION.

IT HAS BEEN OUR PLEASURE TO HOST YOU THUS FAR AND I SINCERELY HOPE YOU ARE ENJOYING THE WARMTH AND CHARM OF THIS INCREDIBLE DESTINATION, AND THIS FINE NEW PROPERTY THAT WE ARE CELEBRATING THIS EVENING.

TONIGHT IS INDEED AN IMPORTANT NIGHT FOR BOTH BAHAMA MAR, AND OUR PARTNERS AT STARWOOD AND THE SHERATON.

TONIGHT IS ABOUT CELEBRATING THIS NEW AND BEAUTIFUL SHERATON CABLE BEACH RESORT.

ABOUT USHERING IN A NEW TOURISM ERA FOR NASSAU'S FAMED BEACH.

ABOUT WELCOMING A NEW GUEST TO NASSAU.

AND ABOUT REALIZING A BOLD VISION FOR THE FUTURE.

AS SOME OF YOU MAY ALREADY KNOW, BAHAMA MAR RESORTS TOOK OWNERSHIP OF THE HOTELS ALONG THIS BEAUTIFUL STRETCH OF BEACH JUST THREE YEARS AGO.

OUR COMMITMENT TO RETURN THIS CARIBBEAN DESTINATION ICON TO ITS FORMER LUSTER, AND OUR VISION TO CREATE A WORLD-CLASS DESTINATION RESORT THE LIKES OF WHICH THIS REGION HAS NEVER KNOWN REMAIN AS STRONG AND UNWAVERING TODAY AS THEY WERE THEN.

AND, AS YOU HAVE PROBABLY ALREADY WITNESSED FOR YOURSELVES – THE TURN-AROUND OF CABLE BEACH IS ALREADY HAPPENING RIGHT BEFORE OUR VERY EYES.

OVER THE LAST THREE YEARS, BAHIA MAR RESORTS HAS SPENT \$145 MILLION IN CAPITAL INVESTMENTS TO BRING A NEW POLISH AND A NEW GUEST EXPERIENCE TO THIS ISLAND JEWEL.

TO DATE, THESE IMPROVEMENTS HAVE LED TO AMONG OTHER THINGS, THE NOW STATE-OF-THE-ART CRYSTAL PALACE CASINO – WHICH WE WILL BE ENJOYING LATER THIS EVENING; FRESH NEW DINING AND AMENITY OFFERINGS; AN OVERHAUL OF THE WYNDHAM NEXT-DOOR; AND OF COURSE, THE DRAMATIC RENOVATION OF WHAT IS NOW, THE ALL-NEW SHERATON CABLE BEACH RESORT.

WHILE WE ARE EXCITED TO BE ENJOYING THIS PROPERTY TODAY, THE SHERATON MARKS THE BEGINNING OF SEEING OUR VISION FOR THE FUTURE BECOME A REALITY.

THIS PROPERTY WILL BE ONE OF A DISTINCTIVE COLLECTION OF BRANDS FEATURED IN THE AMBITIOUS, MULTI-BILLION DOLLAR *BAHA MAR* RESORT.

DESIGNED TO DELIVER AN AUTHENTIC CARIBBEAN EXPERIENCE THAT INCORPORATES THE TRUE ESSENCE AND SPIRIT OF THE BAHAMAS, *BAHA MAR* IS THE ONLY RESORT DEVELOPMENT ANYWHERE IN THE WORLD THAT BRINGS TOGETHER THIS UNMATCHED COMBINATION OF WORLD-CLASS HOSPITALITY AND GAMING LEADERS AND THEIR RESPECTIVE BRANDS – HARRAH'S ENTERTAINMENT AND THEIR CAESARS BRAND, AND STARWOOD WORLDWIDE AND ITS ST. REGIS, W, SHERATON AND WESTIN BRANDS.

BAHA MAR REPRESENTS THE BOLD AND UNIFIED VISION OF OUR THREE COMPANIES, THE BAHAMIAN GOVERNMENT AND ITS PEOPLE. AND I KNOW THE BAHAMAS IS INDEED PROUD OF THE FACT THAT THEY WERE CHOSEN AS THE HOME TO ONE OF THE MOST UNPRECEDENTED PARTNERSHIPS IN THE HOSPITALITY INDUSTRY.

AND WE ARE INDEED PROUD THAT HARRAH'S, THE PREMIER GAMING COMPANY IN THE WORLD, HAS PARTNERED WITH US AND CHOSEN THE BAHAMAS AS THE SITE OF ITS FIRST AND ONLY CAESAR'S PALACE IN THE CARIBBEAN.

AND THAT STARWOOD – THE PREMIER LODGING COMPANY IN THE WORLD – WILL FEATURE THE ONLY COLLECTION OF FOUR OF ITS WORLD-CLASS BRANDS AT A SINGULAR RESORT.

BUT RATHER THAN TELL YOU WHAT OUR VISION IS FOR *BAHA MAR*, LET ME SHOW YOU. AND I'M AFTER YOU HAVE SEEN THIS VIDEO YOU WILL BE JUST AS EXCITED AS WE ARE.

(SHOW BRAND VIDEO)

WELL WHAT DO YOU THINK? CAN'T WAIT, RIGHT? AS YOU'VE JUST SEEN, *BAHA MAR* WILL BE UNLIKE ANY WORLD-CLASS DESTINATION RESORT ANYWHERE IN THE WORLD. AND RIGHT NOW, TONIGHT, WE ARE TAKING OUR FIRST REAL STEPS TO BRINGING THAT VISION TO LIFE.

IT IS AN UNDERSTATEMENT TO SAY THAT THIS IS AN EXTREMELY EXCITING TIME FOR ALL OF US, AND WE ARE PLEASED AND PROUD TO BE SHARING IT WITH YOU.

AGAIN ON BEHALF OF BAHAMA MAR, I WOULD LIKE TO THANK YOU FOR SHARING THIS MOMENT WITH US.

ENJOY THE REST OF THIS EVENING AND YOUR WEEKEND AT THE NEW SHERATON CABLE BEACH RESORT AND TODAY'S REVITALIZED CABLE BEACH.

AND NOW, IT IS MY SINCERE PLEASURE AND HONOR TO INTRODUCE TO YOU OUR SPECIAL GUEST THIS EVENING. HE HAS BEEN INSTRUMENTAL IN WORKING WITH BAHAMA MAR RESORTS ON REALIZING THE VISION FOR A REVITALIZED CABLE BEACH, WHICH INCLUDES THIS NEW PROPERTY.

PLEASE JOIN ME IN WELCOMING THE HONORABLE NEKO GRANT, MINISTER OF TOURISM, THE BAHAMAS.

MINISTER GRANT.....

REMARKS – MINISTER NEKO GRANT

(EST. 5 MINUTES)

CLOSING – HANS ALTENOFF**(APPROX. 30 SEC.)**

THANK YOU MINISTER GRANT, DON AND KEVIN FOR BEING WITH US THIS EVENING AND PROVIDING US ALL WITH A GLIMPSE OF WHAT'S IN STORE FOR THE FUTURE.

ON BEHALF OF ALL OF US AT SHERATON CABLE BEACH RESORT AND BAHAMAR, I WOULD LIKE TO ONCE AGAIN, THANK YOU FOR BEING HERE.

ENJOY YOUR DINNER THIS EVENING – THIS MENU HAS BEEN CREATED ESPECIALLY FOR YOU. DON'T MISS THE CASINO EXPERIENCE THAT HAS BEEN ORGANIZED JUST FOR YOU IMMEDIATELY FOLLOWING. AND SINCE WE ARE A BIG GROUP, I ASK THAT YOU CHECK WITH THE HOST AT YOUR TABLE ON THE PLANS TO ESCORT YOU OVER TO THE CASINO.

IN THE MEANTIME, I WOULD ALSO LIKE TO NOTE THAT IF YOU HAVEN'T ALREADY BEEN APPROACHED BY OUR ROVING VIDEOGRAPHER – WE WOULD LOVE TO GET YOUR COMMENTS ON YOUR STAY THUS FAR, SO DON'T BE SHY ABOUT GIVING HIM WITH AN ON-CAMERA QUOTE OR TWO.

THANK YOU AND ENJOY!

(END)