

FOR IMMEDIATE RELEASE

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**The Westin South Coast Plaza reaches out to
holiday shoppers with special values**

COSTA MESA, Oct. 28, 2010 – Calling all shoppers. Just in time for the holiday shopping season, The Westin South Coast Plaza has teamed up with internationally renowned South Coast Plaza to offer a unique shopping experience.

Starting at \$209 per night, the package includes a \$100 South Coast Plaza gift certificate for each night of your stay, along with a discount coupon book to over 100 stores, complimentary access to the shopping center's private VIP Lounge complete with light snacks and beverages, plus complimentary valet parking at South Coast Plaza. The VIP lounge will even store a guest's purchases and deliver them to the hotel.

Along with enjoying unparalleled shopping and dining at 280 top retailers, boutiques, plus fine dining restaurants, guests are invited stay a little longer and see a holiday show in the nearby world-class Theater & Arts District.

"With South Coast Plaza within walking distance, we are delighted to again serve as our guests' headquarters for holiday shopping by providing exclusive special offers and valuable savings. We invite them to take advantage of this once-a-year special offer to enjoy unparalleled access to one of the world's leading shopping destinations," says Jennie Hoffman, the hotel's director of Sales and Marketing.

Book online at www.westinsouthcoastplaza.com or call 1-866-716-8126 and ask for rate plan SHOPSCP. This package is valid for Friday, Saturday and Sunday night stays from November 5, 2010 through January 30, 2011.

Extensively remodeled, The Westin South Coast Plaza is now more than ever a leading choice for meeting and event planners nationwide, savvy business travelers, as well as leisure guests seeking a sophisticated, yet rejuvenating experience. The hotel's \$20 million renovation included new guestrooms that exude an inviting residential feeling and are furnished with a host of convenient amenities like high-speed Internet access, flat screen plasma televisions, the Westin's signature "Heavenly Bed" and "Heavenly Bath." The lobby, public spaces and meeting rooms have been completely redesigned, and a Terrace Level with relaxing outdoor space and a striking 5,100-square-foot pavilion that features insulated walls, an air and heating system, new carpeting, an accent wall and new chandeliers was added.

The Westin South Coast Plaza is located at 686 Anton Boulevard in Costa Mesa, California. For reservations and information, call (714) 540-2500.