

## **Hotel Roger Williams Named One of World's 10 Sexiest Hotels!**

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**Los Angeles, CA - October 24, 2006** - "Sexy can't be faked," says Marc Holland, founder of Sexy, Inc. "A hotel or resort is either sexy or it's not. There are no in-betweens. Sexy could be a desert mega-resort, a sleek New York City business hotel, a Malaysian seaside resort, or a safari camp."

Holland said, "Over 500 properties were evaluated and winners were chosen according to style, architecture, ambiance, service, mood, and emotion." Holland added, "Defining 'sexy' was the fun part of the job. Sexy has nothing to do with price, size, or reputation, but rather how all those elements come together to create a sensual experience that evokes a feeling of true transcendence for the guest."

Highlighted properties include Rattray's in South Africa, Bleibtreu in Berlin, The Montage Resort & Spa in Laguna Beach, California, Navutu Stars Resort in Fiji, Costa Rica Marriott in Costa Rica and many more.

Jeff Johnson, V.P. of Marketing for the Montage Resort & Spa, says, "We are very pleased to have been chosen as one of the World's Sexiest Hotels. We are a romantic and elegant getaway and want to evoke a relaxed experience for all the senses."

Julia Poppe, Director of Marketing, Bleibtreu Hotel, said, "We are very proud to again be affiliated with the exclusive worldwide circle of 'Sexiest Hotels.' The love for the smallest detail and our drive to constantly improve and tend our sincere service is part of our trait which is appreciated by our guests. Since the opening of the Bleibtreu, which literally translates 'Remain Faithful,' many of our guests have been loyal."

World's 100 Sexiest Hotels is a luxury travel-ranking co-venture between Sexy, Inc., Sky Radio & Video and SkyAuction.com, a leading online travel auction company.

1. Navutu Stars Resort, Fiji
2. Rattray's on Mala Mala, South Africa
3. The Wynn, Las Vegas, Nevada
4. Amanpulo Resort, The Philippines
5. Ojai Valley Inn and Spa, Ojai, California
6. Hotel de l'Europe, Amsterdam
7. Montage Resort & Spa, Laguna Beach, California
8. *Roger Williams, New York, New York*
9. The Lalu, Taiwan
10. Costa Rica Marriott, San Jose, Costa Rica

Holland says, "The winners that we've spoken to are all thrilled with being selected for the list. They are used to winning awards, but the 'Sexiest' award is something they are unusually proud of."