

**“SKY BLUE” BATH AND BODY PRODUCTS CAPTURE THE ESSENCE
OF SOUTHERN CALIFORNIA BEACH LIVING**

New bath and body line inspired by Shutters on the Beach Hotel

Santa Monica, Calif. (April 25, 2006) – The essence of California beach living will soon be available to bring home, with the exhilarating new bath and body line, Sky Blue. Inspired by the picture perfect location and relaxed feel of the celebrated Shutters on the Beach Hotel, Sky Blue manages to capture the essence of California citrus trees, fresh ocean breezes and endless blue summer skies. The fragrance transports the mind to the top of the Ferris Wheel at the Santa Monica Pier or rollerblading to Malibu.

Shutters’ uniquely formulated Sky Blue carries top notes of mandarin, Sorrento lemon and grapefruit layered over a mild spice blend. Appealing to both men and women, Sky Blue “scentually” transports the indulger to their coveted beach chair on the Shutters pool deck overlooking the Pacific. The scent adds warmth to the skin and evokes the familiar, calm sense of a day spent at the beach.

Sky Blue products are manufactured to the very highest of skin care standards, and Sky Blue is committed to cruelty-free development and manufacturing its new amenity line. Sky Blue is fashioned out of pure, vegetable-based ingredients enriched with a botanical extract blend of rich antioxidants – red tea, soybean, grape seed extract, milk thistle and ginkgo biloba leaf - that soothe and replenish the skin and hair.

“We wanted to create a line of body products that celebrated everything that Shutters on the Beach and California are all about: fresh air, healthy living, sunshine and subtle sophistication,” explains Henri Birmele, General Manager, Shutters on the Beach. “The Sky Blue logo we selected,” adds Birmele, “includes a sky blue crayon ‘swish’ to add a sense of fun to the packaging – sort of a celebration of the inner child’ in everyone.”

Available May 1, the new product line consists of shampoo, conditioner, body lotion, bath gel and bath fizzers. Priced from \$15 for 8-ounce bottles and \$10 for bath fizzers, Sky Blue products are available individually and in gift sets. Sky Blue products are available exclusively at **Room With A View**, on Montana Avenue in Santa Monica, the Cottage Gift Shop at Shutters and online at www.shuttersbeachstyle.com.

About Shutters Beach Style

Shutters Beach Style is the new catalog and online retail division of Shutters on the Beach Hotel. Well known for years as the “arbiter” of upscale beach living, Shutters has now made available to the connoisseur of luxury living its unique selection of bath and home décor accessories as well as its world famous beds and signature linens. Launched in late 2005, Shutters Beach Style features many items found in the hotel’s brilliantly designed, casually elegant rooms and suites. Catalog requests and purchases can be made at www.shuttersbeachstyle.com.

Independently owned and operated by the Beverly Hills-based Edward Thomas Collection, Shutters on the Beach is an elite hotel located on the beach of Santa Monica Bay. In addition to being a savvy business destination, the hotel is known for its inspiring interiors by celebrated interior designer Michael Smith, expansive panoramic views of the Pacific Ocean and California Coastline, comfortably elegant and intimate atmosphere, dedication to guest services and a strict policy of protecting the privacy of its “who’s who” guest list. A member of *The Leading Hotels of the World*, Shutters offers two signature restaurants, One Pico and Coast Beach Café & Bar, both boasting views of the Santa Monica Beach and Pacific Ocean. ONE, the Spa at Shutters, provides the coveted services of Ole Henriksen, Hollywood’s hottest skincare specialist. As the arbiter of beach living, the hotel is also the inspiration for Shutters Beach Style, a print and online catalog (www.shuttersbeachstyle.com) for purchase of gifts and accessories. Conveniently located at One Pico Boulevard, within 20 minutes of the Los Angeles Airport, Beverly Hills and Hollywood, Shutters is also within walking distance of the Santa Monica Pier and many fashionable shopping districts, fine restaurants and art galleries. For reservations or more information call (310) 458-0030 or (800) 334-9000, or visit www.shuttersonthebeach.com.

###

PRESS INFORMATION

MURPHY O’BRIEN INC.
Pieter Ruig 310.586.7140
Kurstin Faraone 310.586.7104
Leah Goldstein 310.586.7124

pieter@murphyobrien.com
kfaraone@murphyobrien.com
lgoldstein@murphyobrien.com