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For Immediate Release

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VALENTINE'S GIVEAWAY & EVENT LINEUP AT THE BILTMORE

CORAL GABLES, FL (January 13, 2010) – Love is in the air at the Biltmore! Singles and sweethearts are invited to celebrate Valentine's at Miami's ultimate romantic resort. As part of the celebration the Biltmore Hotel is giving away a romantic Valentine's getaway that includes a one night stay in a luxury suite, dinner at Fontana on Saturday, February 13th and Sunday Champagne Brunch on Valentine's Day! Register at www.biltmorehotel.com/valentines, winner is announced on Monday, February 8th.

Nobody celebrates love like the Biltmore. Featuring a fabulous event lineup of 14 irresistible reasons to toast to all that is love and friendship this Valentine's at the Biltmore!

1. Annual Valentine's Royal-Table Champagne Gala

Celebrate Valentine's in vintage style with a Royal-Table Champagne Gala featuring Veuve Clicquot's *La Grande Dame* on Thursday, February 4th at 7:00 p.m. inside the Biltmore's Granada Ballroom. Join us for a stellar evening hosted by Cyril Brun, winemaker for Veuve Clicquot, with dinner creations by award-winning Palme d'Or Chef de Cuisine Philippe Ruiz. The black-tie culinary affair is \$150 for Biltmore Cellar Club members and \$225 for non-members.

2. Love Starts in the Kitchen – The Biltmore Kitchen!

Impress your sweetheart and learn to cook just in time for Valentine's Day! The Biltmore Culinary Academy is offering a culinary boot camp weekend from February 5th to 7th. Participants will learn the details, ingredients and presentation behind culinary masterpieces through daily classes in the academy's kitchen lab and behind-the-scene access in a professional kitchen. The all-inclusive program is priced at \$2,175 per person and includes deluxe accommodations and daily meals at the Biltmore's restaurants (\$900 per person without accommodations and meals).

3. Valentine's Milonga: The Passion of Tango

World Tango Champion, Monica Llobet, is hosting a Valentine's Milonga on Tuesday, February 9th starting at 8:00 p.m. Beginners and advanced students will dance the night away and enjoy specially selected wines from Argentina. Live the romance, passion and elegance of tango in every step. At 10:00 p.m. students will share the dance floor as they practice and dance tango with experienced milongueros. Class and milonga is \$15 per person.

4. Couples Spa Retreat

During the month of February the Biltmore Spa will be offering 70-minute couples sessions in the relaxing and insightful environment of the Zen Spa suite. Couples will learn and practice massage techniques on each other with the guidance of a professional masseuse. Choose which area of the body to focus on – full body, back, hands or feet. Learn the art of massage,

share a magical moment together and take home some valuable tools to make your Valentine's Day special. The 70-minute couples session is \$190 per couple plus gratuity.

On Valentine's Day lovebirds can lavish in a Couples Bliss package that includes a 70-minute signature Chardonnay massage and Blissful chocolates for \$380 per couple (gratuity not included). Or indulge in the Divine Romance package that includes a Jacuzzi bubble bath, 70-minute signature Chardonnay massage, refresher mini facial, followed by relaxation time with champagne and Blissful chocolates for \$700 per couple (2 hours 20 minutes in the luxurious Zen Spa Suite, gratuity not included).

5. Red Hot Style on What's Hip Wednesday

"Trend Tracker" Tara Gilani will host What's Hip Wednesday at the Biltmore Bar with a "Red Hot Style" twist on Wednesday, February 10th starting at 7:00 p.m. Guests will be treated to complimentary samples of Atlantico Rum "Love Potions" and gourmet chocolates. Enjoy half price drinks and delicious bar bites menu. The night will highlight a live jazz performance and informal modeling by Neiman Marcus Coral Gables followed by a "Red Hot" style contest where guests must wear red to win!

6. Find Your Match at the Biltmore Bar

Enjoy a live jazz performance at the Biltmore Bar on Friday, February 12th and February 13th starting at 8:00 p.m. Drink specials by Belvedere Vodka and 10 Cane Rum until midnight.

7. Valentine's Weekend Getaway

There's no better aphrodisiac than spending Valentine's weekend in a classic luxury resort and nothing says romance like the Biltmore. Amorous guests enjoy a 2-night stay in a Junior Suite, welcome amenity of champagne, \$200 spa credit, and breakfast in-room or at Fontana. Indulge in the ultimate romantic getaway from February 12th to 15th from \$519 per night (2-night minimum, plus tax and resort fee).

8. Valentine's Cooking Class for Families

The Biltmore Culinary Academy will host a "Mommy / Daddy & Me" Valentine's cooking class on Saturday, February 13th from 4:00 p.m. to 6:00 p.m. Parents and kids will learn to prepare favorite Valentine's sweet treats like a special plated chocolate dessert to share in class and other dessert treats to share at home. Class is \$60 per couple (\$30 for second child).

9. Valentine's Celebration at the Biltmore Spa

The Biltmore Spa is hosting a Valentine's Celebration on Saturday February 13th from 8:30 p.m. to 11:00 p.m. Guests will enjoy champagne, hors d'oeuvres and spa treatments. Indulge in a neck and scalp massage, hand massage, hand polish renew, revitalizing eye treatment and a Thai massage demonstration in the Zen Spa Suite. Enjoy the soothing ambience of the spa's relaxation lounge and roam through the wellness boutique to find the perfect Valentine's gift. Admission is \$65 for Biltmore members, \$75 for non-members.

10. Private Luxury Poolside Cabana Suites

Overlooking the famous Biltmore pool, the spacious and luxuriously appointed Poolside Cabana Suites are hidden away amidst palms, bougainvillea and hibiscus. Cabanas are furnished with teakwood chaises and loveseats, banana leaf ceiling fans, and lounge chairs for sunbathing and outdoor rain showers. Cabana reservations are for day or evening.

11. Couples Golf Clinic on Valentine's Day

Golf is the new game of love! Come with your sweetheart to the Biltmore Golf Course on Valentine's Day for a Couples Golf Clinic & 9 Holes of Golf starting at 2:00 p.m. Cost is \$100 per couple, limited to the first 12 couples. The Biltmore's renowned golf course, an 18-hole, 71 par championship course, includes a full practice facility, private instruction, fully equipped clubhouse, restaurant, full-service Pro Shop and one of the largest driving / practice areas in southeast Florida — ideal for a memorable Valentine's Day game!

12. Sunday Champagne Brunch

Start Valentine's Day with the Biltmore's Sunday Champagne Brunch! The grand American Sunday Brunch tradition takes its own signature twist combining European flair, Latin exuberance and Miami's very own tropical style. Guests are served French champagne while enjoying the bountiful buffet of seafood and caviar, carved meats, made-to-order omelets, sushi, pastas, salads, tapas, quiches, artisanal cheeses, specialty dishes, a chocolate fountain — and endless desserts.

13. A touch of Florence in Coral Gables --- Fontana!

Dine al fresco on Valentine's Day under the romantic Miami sky enriched by a stunning background amidst lush landscaping, areca palms and bougainvilleas, all surrounding the Biltmore's epicenter fountain. Chef de Cuisine Mario Camia's signature home made pasta features authentic Italian flavors with menu items such as creamy burrata mozzarella, myriad olive oils and aged Balsamic vinegars, directly flown from Italy to create an authentic regional flavor in all dishes. An extensive wine list showcases Chiantis from Castellina to Ruffina as well as other classic Italian wine flavors available by the bottle and glass. Fontana's three-course Valentine's Day dinner starts at 6:00 p.m. (\$79 per person, plus tax and gratuity). Menu is available at www.biltmorehotel.com/valentines

14. Crème de la Crème --- Palme d'Or!

The Biltmore's award-winning Palme d'Or presents one of the finest dining destinations in the Southeast. Chef Philippe Ruiz's ingenious interpretation of French Nouvelle Cuisine has raised the standard on the South Florida culinary scene. Recognized by Zagat as the top restaurant for food, decor and service in their 2010 Miami / So. Florida Restaurants Survey, Palme d'Or delivers delectable dishes showcasing classic continental cuisine, with much of the exceptional ingredients flown in directly from France. Dynamic wine pairings, premium vintages or outstanding discoveries by head sommelier Sebastien Verrier play a vital role in creating a one-of-a-kind dining experience. Palme d'Or's elaborate Valentine's Day dinner starts at 6:30 p.m. and encompasses a four-course menu selection (\$89 per person, plus tax and gratuity). Menu is available at www.biltmorehotel.com/valentines

To make your dining, golf or spa reservation, please call 305-445-1926. The Biltmore Hotel is located at 1200 Anastasia Avenue in Coral Gables, Florida.

About The Biltmore:

The Biltmore, Miami's National Historic Landmark hotel in Coral Gables, Florida is a true luxury destination resort. Offering a restored Donald Ross 18-hole, 71 par championship golf course, tennis, the largest hotel swimming pool in the country, with private poolside cabanas, a European spa, and an award-winning fitness center, spread over a 150-acre tropical landscape, the 275-room hotel is a true Miami luxury experience. The Biltmore also boasts the acclaimed Palme d'Or, which Zagat called one of the best restaurants in the country; Fontana, a Northern Italian restaurant surrounding the Biltmore fountain; the poolside Cascade restaurant; and the Biltmore Bar. The property recently unveiled its Culinary Academy which offers an array of hands-on cooking classes taught by the hotel's acclaimed chefs. The Biltmore is a member of the Leading Hotels of the World.