



*Montage*

RESORT • SPA • RESIDENCES  
*Laguna Beach*

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**BEACH BUTLER BINGO**

*Laguna Beach's Montage Resort & Spa Introduces the Summer of Beach Butlers*

LAGUNA BEACH, CA, (May 21, 2004) -- The "Beach Party" gang is back again for laughs, rock n' roll, surfing and sexy bathing suits. But we aren't going to be partying on the beach with Frankie and Annette. We're going back to the beach with the Beach Butlers of Montage Resort & Spa in Laguna Beach -- a luxurious retreat situated on 30 oceanfront acres -- and they really know how to have a good time. Don't expect your grandfather's butlers either, all pressed and reserved. These Beach Butlers are getting a game of volleyball rolling; exploring tide pools with guests, setting up cabanas, chairs, and beach blankets, supervising the kids while the parents enjoy the spa, and much more.

Lie back and relax while Montage's Beach Butlers fetch you a freshly-squeezed juice or mineral water spray to keep your skin hydrated under the California sun. Summon the Beach Supervisor to set up reservations for surf lessons. The possibilities are endless, except it all ends when the summer is over. The Beach Butler program runs through September 15 and service is available from 9:30 a.m. to 5 p.m.

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The Montage Beach Butlers are comprised of:

- Beach Hosts, who spend time with the guests, starting up volleyball games, playing with the kids, and educating guests on the tide pools and surrounding environment
- Beach Attendants, who primarily set up chairs and cabanas
- Beach Cart Attendants, who provide food and retail items to guests
- Beach Supervisors, who are available seven days a week to communicate with the resort and handle any other requests for resort guests

Beach Butlers provide:

**Amenities:** Complimentary bottle of aloe vera sunburn gel; Evian mist sprays; cabana set-up; chair and umbrella set-up; picnic baskets delivered to your beach cabana or chair; volleyball set-up; snorkel and boogie board equipment; surf recommendations; zinc oxide; water; fruit and more delicious beach amenities.

**Assistance:** Need a newspaper? Forgot your suntan lotion? Need to speak with the concierge for dining reservations? Want a kite or frisbee? Don't know the best spot for snorkeling? These questions and more are swiftly handled by the Beach Butlers.

**Information:** The Beach Butlers are well versed in local beach information like surf conditions, high tide, general weather, and the best beaches for skim boarding, surfing and snorkeling.

Montage Resort & Spa's 262 luxury accommodations beckon guests to experience the raw beauty of the surf and shore. Each room boasts private balconies with awe-inspiring ocean panoramas. Beach-oriented activities run the gamut from morning beach walks and sunset yoga to snorkeling and kayaking.

Opened in February 2003, Montage Resort & Spa also offers: a 20,000-square-foot oceanfront spa; three sparkling swimming pools; destination dining; and a museum-quality collection of fine art. For information and reservations, please contact Montage Resort & Spa, toll-free, at 1-888-715-6700; or visit the website at [www.montagelagunabeach.com](http://www.montagelagunabeach.com).

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