



## **STARWOOD HOTELS GIVES GUESTS WHO STAY MORE NIGHTS, MORE REWARDS**

*“More Nights=More Rewards from Starwood Preferred Guest®” Offers Travelers Double, Triple or Quadruple Starpoints at More than 850 Participating Hotels Worldwide*

**WHITE PLAINS, N.Y. – January 5, 2010** – Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) is keeping its New Year’s resolution to provide guests even more opportunities and rewards for travel in 2010. To that end, Starwood’s award winning loyalty program, Starwood Preferred Guest® (SPG), today announces the launch of a rich, new promotion that rewards all stays with double, triple or even quadruple Starpoints® based on the number of nights stayed. The longer guests stay, the more they can earn:

- For stays of one or two nights, travelers earn double Starpoints
- For stays of three nights, travelers earn triple Starpoints
- For stays of four or more nights, travelers earn quadruple Starpoints

Notably, members will earn the reward for every night of their stay. For example, a three-night stay rewards members triple Starpoints on all three nights.

The **More Nights=More Rewards** promotion is available for stays between January 5 and April 15, 2010, and there is no limit to the amount of Starpoints travelers can earn during the period. The offer is available at more than 850 participating properties worldwide, spanning each of Starwood’s nine brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and Element<sup>SM</sup>.

Current SPG members must register at [spg.com/morerewards](http://spg.com/morerewards) from January 5 through March 31, 2010 to participate. Travelers who are not yet SPG members can join the award winning loyalty program and explore the full range of program benefits on this site as well. Membership is free and Starpoints are awarded beginning with the first stay.

**More Nights = More Rewards** is just the latest in a series of successful promotions SPG has launched to further reward members for their travel loyalty, and Starpoints can be redeemed for rich rewards like Free Night Awards and Award Flights. SPG’s Free Night Awards begin at just 2,000 points. And with the SPG Flights program, members can redeem Starpoints for airline tickets on more than 350 airlines for as few as 10,000 Starpoints. For both award nights and flights, there are no blackout dates and the booking process is simple and hassle-free. Members can also redeem Starpoints for VIP access to some of the season’s hottest concerts and once-in-a-lifetime experiences through the SPG Moments online auction at [spg.com/moments](http://spg.com/moments).

### **About Starwood Preferred Guest**

The SPG program’s breakthrough policy of No Blackout Dates at the world’s most sought after collection of hotels, reinvented the hospitality loyalty program when it launched in 1999. By creating a program centered on its members, SPG has developed the most passionate and knowledgeable membership base in the hotel loyalty space. Through its use of new technologies and innovative channels such as [SPG.com](http://SPG.com), [SPG.com/stayconnected](http://SPG.com/stayconnected), [SPG.com/flights](http://SPG.com/flights), [thelobby.com](http://thelobby.com) and others, SPG continues to innovate and lead



the industry. By offering No Blackouts on standard rooms at 940 participating properties, No Blackouts on hundreds of airlines, and once in a lifetime experiences available through SPG Moments at [spg.com/moments](http://spg.com/moments), the program has proven to be a big draw for the world's most frequent travelers, and a significant competitive advantage for Starwood. For more information about Starwood Preferred Guest please visit [SPG.com](http://SPG.com) or call (877) – STARWOOD.

**About Starwood Hotels & Resorts Worldwide, Inc.**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 982 properties in more than 100 countries and 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and Element<sup>SM</sup>. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).

Contact: Brad Minor

Phone: 914.640.3687

E-mail: [brad.minor@starwoodhotels.com](mailto:brad.minor@starwoodhotels.com)