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**STARWOOD HOTELS & RESORTS NAMES VASANT PRABHU
VICE CHAIRMAN**

**Hotel Giant's Longtime Chief Financial Officer Recognized for Impact and
Contribution to the Company**

WHITE PLAINS, NY – March 04, 2010 – Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) announced today that the company has named its Chief Financial Officer, Vasant Prabhu, Vice Chairman, in recognition of his extraordinary contributions to the company. Starwood's President and Chief Executive Officer, Frits van Paasschen made the announcement following the company's recent Board of Directors meeting.

“Vasant's leadership and strategic vision were in sharp relief in 2009 as Starwood navigated the toughest year our industry has endured since the Great Depression,” said van Paasschen. “His efforts and collaboration ensured that Starwood did not just survive the global economic crisis, but actually emerged stronger, with our financial house in order, well poised to take advantage of opportunities we expect will arise.”

According to van Paasschen, the company significantly cut costs in 2009, raised over \$1.6 billion in cash from a broad range of transactions, reduced its debt by over \$1 billion and paid down debt maturities from 2010 through 2013.

Prabhu, whose new title is Vice Chairman and Chief Financial Officer, will continue to report to van Paasschen. In his new role, he is not a member of the Company's Board of Directors.

Prabhu, 50, joined Starwood in 2003. Prior to joining Starwood, he served as Executive Vice President and Chief Financial Officer for Safeway Inc., one of North America's largest food retailers. He also served as President of Information and Media Group for The McGraw Hill Companies and Senior Vice President of Finance and Chief Financial Officer for Pepsi Cola International where he was responsible for the company's franchise and owned operations in more than 100 countries.

Prabhu holds an M.B.A. in Marketing and Finance from the University of Chicago and a B.S. in Engineering from the Indian Institute of Technology in Bombay, India. He and his family reside in Greenwich, Connecticut.

About Starwood Hotels & Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with more than 960 properties in approximately 97 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 AloftSM, and ElementSM. 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.