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ALOFT BRINGS THE NEW TWIST IN TRAVEL TO ALPHARETTA, GEORGIA

*aloft Alpharetta will Open in 2010 in an Upscale Suburb of Atlanta,
Near High-Tech Companies, Shopping and Recreation*

WHITE PLAINS, NY – JANUARY 9, 2008: aloha! Starwood Hotels & Resorts Worldwide, Inc.® (NYSE:HOT) and its much-anticipated new lifestyle brand, **aloft**sm hotels, today announced plans to open an **aloft** hotel in Alpharetta, Georgia, a bustling high-tech hub just outside Atlanta. Starwood has partnered with Maximum Hospitality and Alpharetta Hotel Partners LLC, to develop **aloft** Alpharetta. The 110 -room, new-build hotel is scheduled to open in early 2010.

Nestled in the foothills of the North Georgia Mountains and easily accessible to Atlanta, Alpharetta is an affluent suburb with championship golf courses, world-class shopping and a bustling high-tech community. Close to the offices for Hewlett-Packard, IBM, Verizon and AT&T, **aloft** Alpharetta will be approximately 30 minutes from Atlanta's central business district and the Hartsfield-Jackson Atlanta International Airport. The hotel will be near the North Point Mall and the Windward business district, and not far from Atlanta's leading attractions including Georgia Aquarium, CNN Center and Turner Field – home of the Atlanta Braves.

“With its emphasis on creativity, culture and style, **aloft** Alpharetta will bring urban sophistication to the upscale, suburban community of Alpharetta, while reflecting the energy of the Atlanta metropolitan area,” said Brian McGuinness, Vice President of **aloft** and **element** hotels worldwide. “We’re looking forward to bringing a bold, new lodging alternative to the Peach State when the hotel opens in 2010.”

As a Vision of W Hotels, **aloft** is shaking up the lodging industry with urban-influenced design, accessible technology, style and a social atmosphere. **aloft** offers a total sensory experience, with guest loft rooms featuring loft-like nine-foot ceilings and oversized windows to create a bright, airy environment. The centerpiece of the **aloft** room is the ultra-comfortable signature bed, and large stylish bathrooms complement the guest experience with oversized walk-in showers and amenities created by **bliss**® spa. Each guest loft is also a combination high-tech office and entertainment center, featuring wireless internet access and **plug & play**, a one-stop connectivity solution for multiple electronic gadgetry such as PDAs, cell phones, mp3 players and laptops - all linked to a large flat panel HDTV ready television for optimal sound and viewing.

“Development Services Group has a history of enriching communities that we enter by developing quality hotel assets that provide impeccable service,” said Gary Prosterman, President, Development Services Group. “We are thrilled to become a part of the Alpharetta community. The **aloft** hotel will be a great compliment to this vibrant area and we are confident in our investment in **aloft** and in Alpharetta.”

Designed in conjunction with world renowned David Rockwell and the Rockwell Group, **aloft** stays true to the W Hotel brand's heritage, offering atmospheric public spaces designed to draw guests from their

rooms to socialize and make friends. Guests can read the paper, work on their laptops via hotel-wide wireless internet access, play a game of pool or grab a drink with friends at the *re:mix* communal lobby area and bar *w xyz*. The *re:charge* fitness center and *splash*, the indoor or outdoor pool, give travelers options to de-stress and re-energize; while *re:fuel by aloft*, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

The first **aloft** hotels are targeted to open in 2008, with locations expected to be anytown/anywhere... For more information on **aloft**, please visit www.aloft-hotels.com.

About aloft

Infused with the DNA of W Hotels, **aloft** is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude. Starwood anticipates the first **aloft** hotels to open in 2008, with 500 properties worldwide expected by 2012.

About Starwood Hotels & Resorts, Worldwide Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 890 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 and resorts with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft(SM), and Element(SM). 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.

About Development Services Group

Development Services Group (“DSG”) was established in 1987. DSG has developed 23 hotels around the United States under the Starwood, Hilton and Marriott brands. Many of its hotels are “award winning” properties. Its Four Points Sheraton in Knoxville, Tennessee is currently ranked number 1 in North America (as measured by Guest Satisfaction). In addition to the aloft (Alpharetta), DSG is currently developing a 202 room Le Meridien Hotel in downtown Philadelphia, PA.