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**ALOFT HOTELS CRANKS UP THE VOLUME ON ITS MUSIC AGENDA**

***Aloft To Be Presenting Sponsor of Exclusive “Live In the Vineyard” Music Series***

**WHITE PLAINS, NY – March 8, 2010** – Aloft® Hotels, the new style-at-a-steal brand from Starwood Hotels & Resorts Worldwide, Inc.® (NYSE:HOT) that is revolutionizing the select-service hotel category, is cranking up the volume on its music agenda by partnering with one of the year’s hottest live music events, “Live in the Vineyard.” Aloft’s title sponsorship of “Live in the Vineyard,” a twice-yearly private “once-in-a-lifetime” live music showcase featuring on-the-verge artists and big name bands alike, also establishes Aloft hotels as the venues for “Live in the Vineyard” artists who will rock it up close and personal with hotel guests and local tastemakers through a series of live acoustic sets at Aloft properties across the country throughout the year.

“At Aloft we’re always looking for what’s next and our ‘Live in the Vineyard’ partnership gives our guests exceptional behind-the-scenes access to ‘the next’ in music which is a vital part of the Aloft experience,” said Brian McGuinness, Starwood’s Senior Vice President, Specialty Select Brands.

Currently going in to its third year, “Live in the Vineyard” ([www.liveinthevineyard.com](http://www.liveinthevineyard.com)) is the brainchild of music industry veterans Bobbie Hach-Jacobs and Claire Parr. It is an intimate grassroots music festival held at a number of boutique wineries in California’s Napa Valley every April and November. Acts currently confirmed to take the stage at the upcoming April 2010 “Live in the Vineyard” event include Train, Melissa Etheridge, Back Street Boys, Macy Gray, Tonic and Ryan Star among others.

Tickets for the exclusive events cannot be purchased – they must be won through radio station promotions and online contests and through special Aloft Hotels promotions, including a giveaway with Facebook at [www.facebook.com/aloft-hotels](http://www.facebook.com/aloft-hotels).

In addition to the April and November festivals, Aloft will host “Live at Aloft Hotels” shows featuring “Live in the Vineyard” acts at several hotels, including performances from Five for Fighting at Aloft Charlotte Uptown at the Epicenter on March 11<sup>th</sup>, Ryan Star at Aloft Rogers-Bentonville on March 12<sup>th</sup>, Emerson Hart, lead singer of Tonic, at Aloft Nashville Cool Springs on March 24<sup>th</sup> and Aloft Birmingham Soho Square on March 25<sup>th</sup>, and Diane Birch at Aloft Houston by the Galleria on April 29<sup>th</sup>. Go to [www.liveatalofohotels.com](http://www.liveatalofohotels.com) for frequent updates on confirmed shows at Aloft hotels.

**About Aloft Hotels**



Created to shake up the staid, traditional select service segment of the hotel industry, the Aloft brand delivers style at a steal with urban-influenced, modern, open and vibrant design - and a social guest experience - at an affordable price point. In the same way that W Hotels broke through the clutter of conformity in the upscale hotel arena a decade ago, Aloft is shaking up the industry for the next generation of traveler. Aloft hotels are geared toward savvy, design-conscious consumers who grew up with the democratization of design. With 40 hotels open in the 18 months since Aloft first arrived on the scene and 10 more opening in 2010, Aloft can be found everywhere from Abu Dhabi and Baltimore to Dallas and Beijing and everywhere in between. For more information, please visit [www.aloft-hotels.com](http://www.aloft-hotels.com).

Aloft Hotels, like all brands within Starwood's portfolio, is proud to offer the Starwood Preferred Guest® program, which made headlines when it launched in 1999 with a breakthrough policy of no blackout dates on Free Night Awards. To learn more, please visit [www.spg.com](http://www.spg.com).

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

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 992 properties in nearly 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.starwood-hotels.com](http://www.starwood-hotels.com).

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