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ALOFT HOTELS THINK BIGGER 'N TEXAS

***Seven New Aloft Hotels Open in Texas,
Including the Brand's First Adaptive Re-Use Property in Downtown Dallas***

*New W Hotels-Inspired Brand Offers Jet-Setting Style at a Steal
for the Next Generation of Traveler*

WHITE PLAINS, NY – September 29, 2009 – Starwood Hotels & Resorts Worldwide, Inc.® (NYSE:HOT) and its new jet-setting style at a steal Aloft® Hotels brand, are delighted to announce that Aloft will have opened seven new properties in Texas by the end of 2009, the largest concentration of Aloft hotels in the United States. With properties in Irving, Plano, Frisco, San Antonio, Houston, Dallas and Austin, each hotel boasts close proximity to nearby airports and area hot spots, Aloft offers guests both high design and style at an affordable price point. Featuring modern guest rooms, intuitive and accessible technology and vibrant atmospheric public spaces, Aloft promises a fresh, fun and affordable way for modern, savvy travelers to explore the great state of Texas.

In the same way that W Hotels broke through the clutter of conformity in the upscale hotel arena a decade ago, the Aloft brand is shaking up the industry for the next generation of traveler. Starwood saw the select serve market was ripe for reinvention and innovation, and following a successful partnership in designing the first-ever W Hotel, W New York, and the soon-to-follow W Union Square, the company selected world renowned design and architecture firm Rockwell Group to collaborate on the new hotel concept. Aloft hotels are geared toward savvy, design-conscious consumers who grew up with the democratization of design. The Aloft' brand's foray into Texas is contributing to the brand's overall growth with 40 Aloft hotels expected to be open by the end of 2009, including two international properties – Aloft Beijing opened in 2008 and Aloft Abu Dhabi slated to open in October.

"Whether you are checking out the music scene in Austin, the Museum District in Houston or a going to a conference at The Dallas Convention Center, we are thrilled to be offering style at a steal in Texas" said Brian McGuinness, Starwood's Senior Vice President and Global Brand Leader, Specialty Select Brands. "Aloft has something for everyone – from our dynamic bar, to free Wi-Fi and fully-equipped fitness center, Aloft gives the next generation of traveler comfort, convenience and a vibrant social atmosphere."

Aloft Las Colinas, the first Aloft hotel to arrive in Texas, opened in October 2008 in the Northwest suburbs of Dallas at 122 East John Carpenter Freeway in Irving, Texas. Aloft Las Colinas is located near the Las Colinas business center and corporate headquarters, including ExxonMobil and Kimberly-Clark, as well as the Las Colinas and Cottonwood Valley Country Clubs.

Aloft Plano, opened November 2008, is located at 6853 North Dallas Parkway with close proximity to corporate headquarters, including Frito-Lay, Ericsson and JCPenney, just minutes away from fine dining and entertainment at the Shops at Legacy.



Aloft Frisco, located at 3202 Parkwood Boulevard in the northern suburbs of Dallas and just 30 minutes from downtown Dallas, opened in December 2008. The hotel is conveniently close to the corporate headquarters of Frito-Lay, the Stonebriar shopping center, the Texas Sculpture Garden and sports stadiums including Pizza Hut Park and Dr. Pepper Ballpark.

Aloft San Antonio Airport, opened March 2009 is at 838 NW Loop 410, just ten minutes away from San Antonio International Airport and steps from area shopping at Park North Plaza and the North Star Mall. It's also a short drive from Six Flags, SeaWorld and the Alamo River Walk.

Aloft Houston by the Galleria, opened August 2009, is situated in an ideal location for both business and leisure travelers. Located at 5415 Westheimer Road, the hotel is situated in the high-end Uptown District just blocks from the legendary Galleria mall, close to area businesses and a short trip to downtown's convention center, Museum District, and much more.

Also in August 2009, **Aloft Dallas Downtown** opened as Aloft's first adaptive re-use property in the historic Santa Fe Railroad freight terminal and commercial dry goods warehouse dating back to 1924. The sleek, new hotel delivers the Aloft brand's signature, urban-influenced design elements, while incorporating the building's distinct, structural attributes including original buff brick, large windows, structural pillars, high ceilings and 10,000 square feet of flexible meeting space. Ideally located at 1033 Young Street, Aloft Dallas Downtown is the closest hotel to the Dallas Convention center, boasts close proximity to City Hall, the American Airlines Center the Arts District and the corporate offices of AT&T, Deloitte & Touche and PricewaterhouseCoopers.

Arriving in November 2009, **Aloft Austin at The Domain** will be located at 11601 Domain Drive. Located near the city's best shopping and high-tech headquarters, the hotel is also minutes away from downtown Austin's restaurants and live music scene.

Further expanding the Aloft brand's reach in the Texas area, three more properties will open within the next three years, including **Aloft Austin Northwest**, **Aloft Fort Worth Downtown** and **Aloft San Antonio Downtown**.

At every Aloft hotel, savvy travelers can read the paper, work on their laptops via complimentary hotel-wide wireless Internet access, play a game of pool or grab a drink with friends at the sassy W XYZ bar. The *Re:charge*SM fitness center and *splash*, the indoor 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.

Guest rooms feature urban-influenced design, while the centerpiece of each Aloft room is an ultra-comfortable plush platform bed. Loft-like nine-foot ceilings and oversized windows create a bright, airy environment. Large, stylish bathrooms complement the guest experience with walk-in showers featuring rainfall showerheads and signature bath amenities created by Bliss[®] Spa. Each Aloft room is also a combination high-tech office and entertainment center, featuring wired and 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, 42" flat-panel HDTV-ready television for optimal sound and viewing.

For more information, please visit www.aloft-hotels.com, which features the best rate guarantee.



About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 966 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 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.