



Media Contacts:
Starwood Hotels:
Brad Minor
(914) 640-3687
brad.minor@starwoodhotels.com

Aloft Opens 25th Hotel Worldwide

Aloft Arundel Mills Marks the Next Step on Starwood's Journey to Open its 1,000th Hotel in 2009

White Plains, NY - May 7, 2009: Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) celebrates a key milestone today with the opening of the 25th Aloft® hotel worldwide - Aloft Arundel Mills in Hanover, Maryland. With the global growth of the Aloft brand, Starwood continues to progress on its journey to open its 1,000th hotel in 2009.

The Aloft brand debuted in Montreal in June 2008 and opened its first 17 hotels by year end. In 2009, Aloft will grow to more than 40 hotels, opening one new property every two weeks in markets like Phoenix, Denver, Austin, and Washington, D.C. Aloft currently operates hotels in three countries - Canada, China and the United States - and is poised to debut in the Middle East this fall with the Aloft Abu Dhabi. The steady and strategic expansion of Aloft has played a key role in driving Starwood's growth. In 2009, Starwood expects to add 80-100 new hotels across its nine distinctive and compelling brands, while broadening its portfolio to include 100 countries.

"By focusing on opening the right properties in the right places with the right partners, we expect Aloft to continue to systematically grow in key domestic and international markets, even in the face of a weakened economy," said Simon Turner, President of Global Development for Starwood Hotels & Resorts Worldwide, Inc. "Aloft has attracted growing numbers of owners and developers, many of whom are developing multiple Aloft hotels, who appreciate the brand's innovation and design, as well as the power of the Starwood network and its leading demand-driving programs like Starwood Preferred Guest®."

With its loft-inspired rooms, atmospheric public spaces and electric social scene, Aloft hotels are already earning guest satisfaction scores that rival those of Starwood's luxury hotel brands.

"The Aloft brand has successfully revolutionized the select service hotel category by meeting the needs of today's travelers," said Brian McGuinness, Senior Vice President, Specialty Select Brands, Starwood Hotels & Resorts Worldwide, Inc. "With its emphasis on bringing boutique-style hotels to the traveling masses by offering a four star experience at a three star price, Aloft is rapidly gaining worldwide recognition as one of the industry's most compelling lifestyle brands."

Aloft Arundel Mills offers 142 rooms in an ideal location, just outside the Baltimore Beltway. A Vision of W Hotels, Aloft is a new destination sensation featuring loft-inspired design, accessible and intuitive technology and a stylish urban attitude. For more information on the Aloft brand, please visit www.alofthotels.com.

About Starwood Hotels and Resorts Worldwide Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 960 properties in 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 Aloft®, and ElementSM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation



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