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ALOFT HOTELS MAKES LANDMARK DEBUT IN CHINA

Aloft Beijing, Haidian Heralds the Brand's Aggressive Global Growth as First Hotel Outside of North America

WHITE PLAINS, NY – November 10, 2008 – aloha! Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and its highly anticipated new lifestyle brand, AloftSM hotels announce the grand opening of Aloft Beijing, Haidian. The 186 room, new-build hotel owned by Yong Tai Real Estate Group (Beijing) Co. is the first Aloft in Asia Pacific and the first Aloft to open outside North America.

The Aloft Beijing, Haidian underscores the brand's remarkable global expansion with more than 100 hotels scheduled to open in markets like China, United Arab Emirates, India, Thailand, Belgium, Canada and the U.S by 2011. The Aloft Beijing, Haidian is the first of nine Alofts currently in development in Asia Pacific, and the first of two slated to open in China in the next two years.

"The rapid and simultaneous expansion of Aloft hotels in markets throughout the world is a testament to the power of Starwood and developers' confidence in our brands," said Simon Turner, President, Global Development for Starwood Hotels & Resorts. "As we continue Aloft's global growth, China represents a key market with its significant increases in both inbound and outbound tourism. Aloft is ideally positioned to meet the needs of this growing group of travelers who are enthusiastic consumers of high-quality, global lifestyle brands."

Infused with the DNA of W Hotels, Aloft's signature loft-inspired design, accessible technology and stylish urban attitude is not lost in translation as it arrives on the scene in China. While meeting space and food service offerings were increased to cater to local market demand, the design, style and service of the Aloft Beijing, Haidian stays true to the brand's vision.

“Aloft Beijing, Haidian introduces a new level of style and energy to the country’s dynamic capital city, and sets the stage for the brand’s aggressive expansion throughout China and across the region,” said Brian McGuinness, Senior Vice President of Specialty Select Brands. “Aloft Beijing, Haidian is a fitting choice for the brand’s Asia Pacific debut as it is strategically located in what is known as China’s Silicon Valley. We anticipate the younger, style-conscious and tech savvy visitors to this booming business center will connect with the electric, eclectic experience of Aloft.”

Aloft Beijing, Haidian is conveniently located in the Zhongguancun Science Park near the 4th Ring Road . Surrounded by numerous high-tech businesses, research centers and leading universities, the hotel is just minutes from Asia Pacific’s largest shopping arcade, the Golden Resources Shopping Mall. Many of Beijing’s most prized attractions are a short drive from the hotel, including the Summer Palace, the awe-inspiring CCTV tower and the “Bird’s Nest” Beijing National Stadium featured in the 2008 Summer Olympics. The new hotel will be part of an exciting, new mixed-use complex including the Four Points by Sheraton Beijing, offices and residential buildings.

“We are extremely privileged to be the first investor in this exciting new brand here in Asia,” said Dai Hao, President, Yong Tai Real Estate Group (Beijing) Co. “We are proud to launch the first of many Aloft hotels in this new and dynamic market. Already the new Aloft hotel is attracting admirers from around the world and from other provinces of China. We are certain the highly anticipated new lifestyle brand from Starwood Hotels & Resorts Worldwide, Inc. is the perfect fit for our vibrant community.”

Guest rooms feature the brand’s signature nine-foot ceilings, oversized windows and the ultra-comfortable bed, as well as oversized walk-in showers and amenities created by Bliss® Spa. Each Aloft room is also a combination high-tech office and entertainment center equipped with wireless internet access and *plug & play*, a one-stop connectivity solution for multiple electronic gadgetry all linked to a 42” flat-panel, HDTV-ready television.

Designed in conjunction with world-renowned David Rockwell and the Rockwell Group, Aloft offers atmospheric public spaces where guests can mix and mingle, read the paper, work on laptops, play a game of pool or grab a drink with friends at the *re:mix*SM communal lobby area and *w xyz*SM bar. The *re:charge*SM fitness center and *splash* pool give travelers options to de-stress and re-energize, while *re:fuel by aloft*SM offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day. Aloft is also committed to the environment and launched a *see green* program, which promotes ecologically friendly practices, products and services both inside and outside the hotel. For example, Aloft incorporates recycled materials in its design and provides preferred parking for hybrid cars.

Aloft opened its first hotels in 2008 and expects to open 500 properties worldwide in the next five years. For more information on Aloft, please visit www.aloft-hotels.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 approximately 900 properties in more than 100 countries and 155,000 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**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 Yong Tai Real Estate Group (Beijing) Co.

Yong Tai Real Estate Group (Beijing) Co. is an estate company with the development, construction, selling and property management. Up to today, Yong Tai Real Estate Group (Beijing) Co. has developed 1,500,000 square meters upscale-residences, villas and office buildings which including Li Cheng Community, Jing Xiang Qing Ke (Zi Zai Xiang Shan), We, Tongzhou project, Tianjin project, Boan property management, Four Points by Sheraton Beijing, Haidian Hotels & Serviced Apartment and **aloft Beijing, Haidian**.

(Note: This press release contains forward-looking statements within the meaning of federal securities regulations. Forward-looking statements are not guarantees of future performance or events and involve risks and uncertainties and other factors that may cause actual results or events to differ materially from those anticipated at the time the forward-looking statements are made. These risks and uncertainties are presented in detail in our filings with the Securities and Exchange Commission. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that our expectations will be attained or that results and events will not materially differ. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.)