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BUSINESS TRAVELERS REJOICE!
“the new tWist in travel” arrives on time at Charleston Airport

New York, NY/Charleston, SC – July 31, 2008: aloha! Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and its much-anticipated new lifestyle brand, **aloftSM hotels**, are excited to announce the opening of **aloft Charleston Airport & Convention Center**. The new **aloft Charleston Airport & Convention Center** will offer an exciting yet affordable place to stay for travelers looking to work or play in the Charleston area.

Developed and Managed by SREE Hotels, LLC and conveniently located at the Intersection of International and Tanger Parkway, the 136 room **aloft Charleston Airport & Convention Center** is minutes from the airport and ideal for business and leisure travelers looking for a respite within a short distance of downtown Charleston and all the many local attractions.

In the same way that W Hotels broke through the clutter of conformity in the upscale hotel arena in 1998, **aloft** is shaking up the lodging industry with high design at an affordable price point, accessible technology, style and a social atmosphere.

“We are excited to open our doors in Charleston in the expanding Center Pointe area” said Brian McGuinness, Global Brand Leader of **aloft** and element hotels worldwide. “Guests will find sanctuary from the road or work in our spacious rooms and spa-like bathrooms. When they have finished relaxing they are welcome to join the fun at bar *w xyzSM*, sure to be at the heart of the nightlife scene for both visitors and Charleston residents alike.”

“We are thrilled to open the **FIRST aloft** in South Carolina. The state-of-the art facility with a contemporary feel will be a *re-freshing* addition to the greater Charleston area,” said Ravi Patel, President & CEO of SREE Hotels, LLC.

Additional **aloft** hotels at airport locations are scheduled to open at the Philadelphia, Dulles, Portland, Denver, Baltimore, Phoenix, Jacksonville and Orlando airports.

aloft offers atmospheric public spaces designed to draw guests from their rooms to mix and mingle. 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 *re:mix*SM, the communal lobby area featuring 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*SM, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24 hours a day. Not just a pretty space, **aloft** is committed to the environment through its *see green* program, which offers such eco-friendly amenities as preferred parking for hybrid cars and a greener-saline solution in the *splash* indoor pool.

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 oversized walk-in showers and amenities created by Bliss Spa®. Each **aloft** room 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.

Guests of **aloft** can book their stay directly through www.aloft-hotels.com which features the best rate guarantee. Guests also may book through their local travel agents. In addition, during the year of **aloft hotel's** launch—2008—members of the Starwood Preferred Guest program can earn an unprecedented 8 Starpoints for every U.S. dollar spent (quadruple the base earning) when they register and then book a stay at any **aloft hotel** worldwide until December 31. Members of the award-winning and industry-leading Starwood Preferred Guest program currently earn two points for every dollar spent at a participating Starwood hotel. After racking up their Starpoints, SPG members can redeem their points for free nights with no blackout dates at more than 860 hotels and resorts worldwide. The offer is designed to celebrate the opening of **aloft**, the eighth hotel and lifestyle brand to join the Starwood Preferred Guest loyalty program.

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 AloftSM, 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.starwood-hotels.com.

About SREE Hotels, LLC.

SREE Hotels is a hotel development and management company based in Charlotte, NC. Founded in 1980, SREE has focused on developing and managing quality hotels with its guests' satisfaction in mind, franchised with Starwood, Marriott, Hilton, Intercontinental and Choice Hotels. The company currently has 24 hotels in its portfolio and 8 under development, scheduled to open in 2009.