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DENVER SAYS ALOHA! TO THE NEW TWISTSM IN TRAVEL

Aloft Denver International Airport is the Newest Hotspot for Savvy Travelers

WHITE PLAINS, NY – December 11, 2008: aloha! Starwood Hotels & Resorts Worldwide, Inc.® (NYSE:HOT) and its stylish new lifestyle brand, Aloftsm hotels today announced the opening of Aloft Denver International Airport. Owned by Englewood, Colorado based Stonebridge Companies, the new-build hotel is located in the dynamic suburb of Aurora, Colorado, just outside downtown Denver. Aloft Denver International Airport offers 144 spacious, loft-like rooms, intuitive technologies and a hip, social atmosphere.

Just minutes from the airport, the new Aloft is convenient to downtown Denver, the Shops at Stapleton, the Fitzsimmons Medical Campus and Gateway Park, a premier mixed-use development. Also nearby are Invesco Field at Mile High, Coors Field, Pepsi Center and Elitch Gardens amusement park. Outdoor enthusiasts will enjoy a diversity of recreation in the Denver area including hiking, biking, skiing and snowboarding. Aloft Denver International Airport will also offer 1,150 square feet of meeting space, an indoor pool and fitness facility.

“The urban design aesthetic and lively social atmosphere of Aloft hotels will inject even more energy into the Denver metro scene,” said Brian McGuinness, Senior Vice President, Aloft Hotels. “Bold and stylish, Aloft Denver International Airport is the perfect addition to ‘Mile High City,’ offering an electric and eclectic experience targeted to younger, tech-savvy travelers.”

“Everything about Aloft Denver International Airport is designed to appeal to a whole new generation of travelers who expect their lodging to reflect their lifestyle,” said Navin C. Dimond, President and Chief Executive Officer of Stonebridge Companies. “Savvy travelers and professionals from the area will enjoy the playful atmosphere at the wxyzSM bar, including its twilight happy hour and Diva DJ’s on Thursday nights.”

A Vision of W Hotels, Aloft is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude. Guest rooms feature the brand’s signature nine-foot ceilings, oversized windows and the ultra-comfortable bed, as well

as roomy 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 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.

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 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 Stonebridge Companies

Founded in 1991 by Navin C. Dimond, Stonebridge Companies is a privately owned, innovative hotel management company headquartered near Denver, Colorado, which has developed over 60 hotels and operated more than 75 lodging properties. Currently, Stonebridge Companies operates nearly 40 hotels comprising approximately 6,000 guest rooms in Alaska, Arizona, California, Colorado, Florida, Nevada, Utah, Virginia and Washington. The diverse portfolio includes select-service, extended stay, mid-scale and full-service hotels in primary and secondary markets. For detailed information, visit <http://www.StonebridgeCompanies.com>.

(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.)