



STARWOOD DEBUTS TWO NEW HOTEL BRANDS IN MARYLAND
Aloft and Element Arundel Mills are the Newest Hotspots for Savvy Travelers

May 7, 2009 (Chesapeake, VA) – Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and LTD Management Company introduce two new hotel brands to Maryland today with the opening of Aloft Arundel Mills and Element Arundel Mills. Aloft is the stylish new select service lifestyle brand inspired by W Hotels, and Element, which is inspired by Westin Hotels & Resorts, offers a compelling new experience for longer-stay guests.

Aloft Arundel Mills is the 25th Aloft hotel to open worldwide and joins a robust portfolio that includes hotels in destinations like Chicago, Denver, Montreal, San Antonio and Beijing. Located just outside the Baltimore Beltway, Aloft Arundel Mills offers 142 spacious, loft-like rooms, intuitive technology and a hip, social atmosphere. The 147-room Element Arundel Mills, the brand's fourth to open, is designed specifically for people who strive to maintain a sense of balance while away from home and their typical routine. Both hotels are minutes away from BWI Airport and Fort Meade and are easily accessible to Baltimore and Washington, DC.

"We are thrilled to work with Starwood Hotels & Resorts to open the 25th Aloft hotel, as well as the eco-chic Element," said Neel Desai, Managing Partner for LTD Management Company. "Both hotels offer innovative travel options for the tech-savvy and environmentally aware. This will be our second Aloft opening and first Element opening."

"Opening these two hotels side by side, and on the same day, underscores Starwood's ability to grow with best-in-class partners to develop quality hotels in key markets, even during challenging times," said Brian McGuinness, Senior Vice President of Aloft and Element Hotels. "These two new hotels are not only meaningful additions to the brands; they are also critical to Starwood's overall growth as we progress on our journey to open our 1,000th hotel and resort this year. "

Aloft brings a stylish urban attitude to Arundel Mills

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 complimentary 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 AloftSM offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

Element Arundel Mills Awakens Guests to Eco-Chic Design

The Element brand's unique design philosophy is evident the moment guests arrive. After passing through a signature portal that provides a literal bridge to the Element interior, guests will be greeted with streams of natural light from a multi-storied window wall. The vitality of the lobby will be matched by the energy of the hotel's outdoor fire pit and barbecue, where weekly evening receptions allow guests to interact while enjoying a selection of savory food.

The smart design and clever use of space in the hotel's guest rooms rejuvenates and energizes guests for work or play. Guests are able to customize their rooms to meet their needs with the multi-purpose, modular furniture, swiveling flat-screen televisions, large desks with open shelving and custom-designed closets. Rooms also offer a fully equipped kitchen that features modern, ENERGY STAR-rated appliances and all the utensils necessary to prepare a gourmet meal. Guests will rest soundly in the signature Heavenly® Bed, and wake up and recharge each morning in a sleek, spa-inspired Heavenly shower.

A signature complimentary breakfast offering, free wireless Internet access, state-of-the-art fitness center, chlorine-free pool and uninterrupted indoor/outdoor public spaces will deliver everything guests need to work, relax or socialize on their schedule. Intuitive staff will provide guests the personalized attention they need and the space they desire to maintain balance while away from home.

Element Arundel Mills will also feature 500 square feet of meeting space, an integrated technology center and library, as well as café seating, a workspace and a flexible lobby space.

The Element brand's green features are cleverly designed to be as aesthetically appealing as they are eco-friendly, so guests never compromise on style and comfort. Element hotels are equipped with energy-efficient, stainless steel appliances and energy efficient lighting, amenity dispensers in the showers to reduce waste and water-efficient faucets and fixtures. Guests can continue daily routines such as recycling papers and plastics, as well as using green materials, while those driving hybrid cars are rewarded with priority parking. Even the ubiquitous "Do Not Disturb" sign has been replaced with an environmentally-friendly magnet.



About Starwood Hotels & 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 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.starwoodhotels.com

About LTD Management Company

[LTD Management Company](http://www.ltdmanagement.com), L.L.C., is an award-winning hotel development and management group headquartered in Chesapeake, VA. Since its inception in 1983, LTD has developed a reputation for creating an atmosphere “where distinction reigns.” The company currently operates 28 hotels throughout Virginia and Maryland. LTD has been ranked a Top 100 Management Company in *Hotel Business* in 2008 and 2009. With the highest possible standards in mind, LTD prides itself with developing quality hotels under the franchise brands of Starwood, Marriott, Hilton, Hyatt and InterContinental. For more information, please visit www.ltdmanagement.com.

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