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**ALOFT BREAKS GROUND IN MOUNT LAUREL, NEW JERSEY**  
*Aloft Mount Laurel will Introduce The New Twist<sup>SM</sup> in Travel in fall 2009*

**WHITE PLAINS, NY – September 17, 2008:** aloha! Starwood Hotels & Resorts Worldwide, Inc.® (NYSE:HOT) and its stylish, new lifestyle brand **Aloft<sup>SM</sup> hotels** today announces it will break ground on an **Aloft hotel** in Mount Laurel, New Jersey. City officials, meeting planners and VIP guests are expected to attend the groundbreaking celebration on September 18, a gala event that will include live music by the Hegeman String Band, cocktails and lavish prizes. Owned by Delco Development and developed by Grande Properties, LLC, **Aloft Mount Laurel** is scheduled to open in the fall of 2009, just minutes outside of Philadelphia. The new-build hotel will offer 154 spacious, loft-like rooms, tech-savvy touches and a hip, social atmosphere.

**Aloft Mount Laurel** is ideally located in the heart of Mount Laurel on the border of the upscale community of Cherry Hill. The Philadelphia International Airport and historic downtown Philadelphia are both just minutes away. Nearby attractions include the Philadelphia Art Museum, Independence Hall, The Liberty Bell and the Franklin Institute. Families will appreciate the hotel's proximity to Adventure Aquarium and the Philadelphia Zoo. Close to leading sporting and concert venues, the new hotel will offer an indoor pool, fitness facility and 5,400 square feet of meeting space with full catering services.

“With its urban chic and active social scene, **Aloft Mount Laurel** will complement the energy of this Philadelphia suburb while providing a bold new lodging alternative for forward-thinking travelers,” said Brian McGuinness, Vice President of **Aloft** and **Element hotels worldwide**. “Energetic and stylish, **Aloft** offers a compelling combination of creativity, culture and fun.”

“We are thrilled to introduce **Aloft** to Mount Laurel, a vibrant, growing community that will welcome this hip and affordable new lodging alternative,” said John Moser, Senior Vice President, Delco Development. “**Aloft** is designed to appeal to a whole new generation of travelers who expect their lodging to reflect their constantly evolving lifestyle.”

Infused with the DNA of W Hotels, **Aloft** is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude. Guest rooms feature nine-foot ceilings, oversized windows and the ultra-comfortable signature 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, LCD-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*™ communal lobby area and *w xyz*™ bar. The *re:charge*™ fitness center and *splash* pool give travelers options to de-stress and re-energize, while *re:fuel by aloft*™, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

**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.alofthotels.com](http://www.alofthotels.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™, and Element™. 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](http://www.starwoodhotels.com).

#### **About Delco Development**

The Delco Development Company ([www.delcodevelopment.com](http://www.delcodevelopment.com)) is a family owned and operated development company that was founded over 35 years ago. The firm’s philosophy is to provide quality service backed by pride, integrity and a strong work ethic. From this simple beginning, the Delco Development Company grew and prospered, expanding to a firm that today employs over 200 people and encompasses three divisions.

(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.)