



ALOFTSM HOTELS TO MAKE STYLISH EAST COAST DEBUT IN PHILADELPHIA

Aloft brings the new tWist in travel to the East Coast

PHILADELPHIA – July 23, 2008 -- **aloha!** Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and its much anticipated new lifestyle brand, **aloft hotels**, today announced the newest **aloft hotel**, the 136-room **aloft Philadelphia Airport**, will open on August 8, 2008. The opening will be celebrated in style with a **VIP launch bash** on Friday, **August 8, 2008** from 8-11pm. The party will feature special appearances by **Beth Ostrosky** and Philadelphia's own **DJ Jazzy Jeff**. Invited guests include **Governor Rendell, Mayor Nutter** and other influencers from the Greater Philadelphia region. The launch bash will also include:

- **Fabulous Fashion Show**, showcasing designs from Philadelphia boutiques
- **"Sleeping with the Stars,"** a special celebrity auction to benefit the Philadelphia Mural Arts Program where party-goers can bid on signed and designed pillowcases from the stars
- **Philadelphia Mural Arts Program 25th Anniversary Preview**, unique art exhibit featuring 25 of the MAP's most iconic murals in framed prints

"This hotel will be like none other in the Philadelphia market and our launch bash will be the biggest party in the City of Brotherly Love this summer," said Nina Timani, Director of Sales and Marketing, **aloft Philadelphia Airport**. "As our hotel will be a true oasis in style and creativity, so will our kick-off into the market."

Located only ½ mile from the Philadelphia International Airport, **aloft Philadelphia Airport** offers a fresh, fun and affordable way to enjoy Philadelphia and all of the historical sites and culture it has to offer.

A vision of W Hotels, **aloft hotels** are shaking up the lodging industry with urban-influenced design, accessible technology, style and a social atmosphere. **aloft hotels** offer a total sensory experience, with guest rooms featuring loft-like, nine-foot ceilings and oversized windows to create a bright, airy environment. The centerpiece of each **aloft** room is the ultra-comfortable plush platform bed, and 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 LCD television for optimal sound and viewing.

Designed in conjunction with world renowned David Rockwell and the Rockwell Group, **aloft** stays true to the W Hotel brand's heritage, offering atmospheric public spaces designed to draw guests from their rooms into sassy public spaces. Guests can work on their laptops via hotel-wide wireless internet access, play a game of pool or grab a drink with friends at the *re:mix*SM communal lobby area and bar *w xyz*SM. The *re:charge*SM fitness center

and splash, the indoor pool, give travelers options to d-stress and re-energize; while *re:fuel* by aloftSM, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

Guests can book directly through www.aloft-hotels.com which features the best rate guarantee. Guests can also book via phone at 1-877-GO-ALOFT or with local Travel Professionals.

In addition to taking part in Starwood's new tWist in travel hotel experience, all **aloft** guests have the option to participate in and earn points in Starwood's award-winning, industry leading Starwood Preferred Guest® program. Members at the Preferred guest level earn two points for every eligible dollar spent at over 850 participating hotels and resorts worldwide. Rates for aloft hotels are market-driven, and its Philadelphia hotel will on average, \$200 -\$229/night.

An instant hit in the development community, the first **aloft hotels** are scheduled to open in summer 2008. The **aloft** brand has already announced more than 60 development projects, in more than 10 countries.

For more information on **aloft**, please visit www.aloft-hotels.com.

About aloft

An instant hit in the development community, the first **aloft hotels** are scheduled to open in summer 2008. The aloft brand has already announced 90 development projects, in more than 10 countries. In 2009, the aloft brand will continue its momentum with the opening of more than 50 hotels broadening the international footprint and domestically positioning aloft hotels in markets previously under penetrated.

Following the debut of the aloft Philadelphia Airport, several others are scheduled to open shortly in Charleston, Chicago O'Hare, Minneapolis, Portland, the Dulles Airport and Beijing. **aloft hotels** scheduled to open in 2008 in locations such as Brooklyn, Denver International Airport, Dallas, Atlanta, Las Vegas and Toronto.

For more information on **aloft hotels**, 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.

(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.)

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