



Brad Minor
Starwood Hotels & Resorts
914.640.3687
brad.minor@starwoodhotels.com

ALOFT BRINGS THE NEW TWISTSM IN TRAVEL TO DOWNTOWN PHOENIX

*Aloft Phoenix Downtown Opens in Early 2011 in a Prime Location
Near Shopping, Dining and Sports Arenas*

WHITE PLAINS, NY – November, 24 2008: aloha! Starwood Hotels & Resorts Worldwide, Inc.® (NYSE:HOT) and its stylish, new lifestyle brand, AloftSM hotels today announced plans to open a hotel in the heart of downtown Phoenix, Arizona in January of 2011. Owned by Pointe of View Developments USA., and Belleview Communities, Aloft Phoenix Downtown will offer 121 spacious, loft-like rooms, tech-savvy touches and a hip, social atmosphere.

“Starwood’s newest lifestyle brand, Aloft, is stylish, fun and affordable – a perfect match for the bustling city of Phoenix,” said Brian McGuinness, Senior Vice President of Specialty Select Brands for Starwood. “With its urban design aesthetic and loft-like rooms, Aloft Phoenix Downtown will offer an electric and eclectic experience targeted to younger, style-conscious travelers.”

Aloft Phoenix Downtown will offer a central location within walking distance of the Phoenix Civic Plaza Convention Center, the shops and restaurants at Arizona Center, America West Arena and Bank One Ballpark. Also nearby are numerous cultural attractions including the Herberger and Orpheum Theaters, Symphony Hall, Phoenix Museum of Art, Arizona Science Center and several premium golf courses. Easily accessible from the Phoenix Sky Harbor International Airport, Aloft Phoenix Downtown will offer 500 square feet of meeting space, as well as an indoor pool and fitness facilities.

“We are delighted to partner with Starwood to open this hip, contemporary and affordable new lodging alternative in vibrant downtown Phoenix,” said David MacKenzie, Vice President Pointe of View Developments USA . “Aloft targets a whole new generation of travelers with its stylish accommodations, atmosphere public spaces and lively social scene.”

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 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 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 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 Pointe of View Developments USA.

Pointe of View Developments USA is a major Builder/Developer based in Calgary, Canada with projects throughout Canada and the USA. Incorporated in 1981, Pointe of View has built or developed over \$10BB in multi, mixed use, commercial and hospitality throughout Canada and the US since its inception.

www.pointeofview.com

About Belleview Communities

Belleview Communities is a visionary real estate company that has been redeveloping residential and commercial properties in the United States and Canada for the past 23 years. www.belleviewcommunities.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.)