



For Immediate Release
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Contact: Kimberly Schlick, (757) 410 – 8920 Ext. 4404

ALOFT RICHMOND WEST OPENS ITS DOORS IN RICHMOND'S WEST BROAD VILLAGE
Aloft Brings Jet-Setting Style at a Steal to Henrico County

RICHMOND, VA – August 6, 2009: [LTD Management Company, L.L.C.](#), in partnership with Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and its much-touted new lifestyle brand, [Aloft](#)[®] Hotels, today announced the opening of [Aloft Richmond West](#), in the new West Broad Village lifestyle center in Richmond, VA. Designed to meet the needs of today's forward-thinking, savvy travelers, the new-build hotel features 135 rooms, a variety of intuitive and accessible technologies and playful public spaces.

"[Aloft](#) appeals to youthful-minded travelers with its urban flair and social atmosphere," said Brian McGuinness, Senior Vice President of Specialty Select Brands, Starwood Hotels & Resorts Worldwide, Inc. "Alive with the energy of discovery and interaction, [Aloft](#) will be a perfect match for Richmond."

[Aloft Richmond West](#) is located at 3939 Duckling Drive in Glen Allen, VA, just 10 minutes away from the heart of downtown Richmond. [Aloft Richmond West](#) is close to Richmond's leading attractions including Kings Dominion Amusement Park, the Richmond International Raceway, and just a block from Short Pump Town Center. [Aloft Richmond West](#) is also conveniently located near the Innsbrook Office Park, which is home to over 750 companies, spanning 850 acres and 5 million square feet of office space.

"We're excited to introduce [Aloft Richmond West](#) in a premier section of Henrico County. Richmond is enriched with a diverse and vibrant array of business, culture, history, entertainment, and art," said Neel Desai, Managing Partner for [LTD Management Company, L.L.C.](#)

[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:mixSM lounge](#) and [w xyzSM bar](#). The [re:chargeSM 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 Richmond West](#) is the **third** Aloft Hotel that [LTD Management Company, L.L.C.](#) has opened in recent months following [Aloft Chesapeake](#), VA and [Aloft Arundel Mills](#), MD. [Aloft Bolingbrook](#) will be LTD's **fourth** aloft to open this fall, just southwest of Chicago.

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 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 *plug & play*, a one-stop connectivity solution for multiple electronic gadgetry all linked to a 42" flat-panel, LCD-ready television.

For the traveler awaiting new possibilities Aloft is a fresh and stylish alternative. 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 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 Aloft®, 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, L.L.C](#)

[LTD Management Company, 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 owns and operates 30 hotel properties throughout Virginia and Maryland. [LTD](#) has been ranked a Top 100 Management Company in Hotel Business for 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.