



## aloha Rogers, Arkansas

*aloft Rogers-Bentonville introduces the “The New TWist in Travel” to the city’s dynamic Pinnacle Hills area*

**Rogers, Arkansas/White Plains, New York – June 26, 2008:** Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and its much-anticipated new lifestyle brand, **aloft<sup>SM</sup> hotels**, today announces the opening of **aloft Rogers - Bentonville**, the third **aloft** to open anywhere in the world. Developed and owned by CSK hotels, the 130-room **aloft Rogers Bentonville** will offer a variety of intuitive technologies, atmospheric public spaces, and a whole array of appealing guest amenities. Created for today’s traveler, **aloft hotels** are modern, fresh and fun, with loft-inspired design and free-flowing energy.

In the same way that W Hotels broke through the clutter of conformity in the upscale hotel arena in 1998, **aloft** is shaking up the lodging industry with high design at an affordable price point, accessible technology, style and a social atmosphere.

“The urban style aesthetic and sophistication of the **aloft** lifestyle complements the energy of Rogers, Arkansas,” said Brian McGuinness, Vice President of **aloft** and **element hotels worldwide**. “Today’s youthful-minded travelers will appreciate the **aloft** brand’s emphasis on creativity, culture and fun.”

**aloft Rogers Bentonville** is superbly located at the always abuzz Pinnacle Hills area, with easy access to local attractions, shopping, entertainment and numerous corporate headquarters including Wal-Mart. Guests will be just a half a mile from the vibrant Pinnacle Hills outdoor shopping area, featuring great dining selections, cinemas and a variety of trendy boutiques. Also nearby are the new Arvest Naturals Ballpark and the University of Arkansas.

“Pinnacle Hills is the ideal location for **aloft**, Starwood’s new lifestyle brand that will quickly become the choice for travelers in the know,” said Chris Whitt, Partner, CSK Hotels. “Today’s opening marks the beginning of a whole new travel experience.”

The Arkansas hotel is the third of 20 **aloft** hotels scheduled to open this year. On schedule to open later this summer are **aloft** hotels in Philadelphia Airport; Chicago O’Hare Airport; Lexington, Massachusetts; Charlotte, North Carolina and Beijing, China.

**aloft** offers atmospheric public spaces designed to draw guests from their rooms to socialize and make friends. Savvy travelers can read the paper, work on their laptops via complimentary hotel-wide wireless Internet access, play a game of pool or grab a drink with friends at *re:mix<sup>SM</sup>*, the communal lobby area featuring the sassy *w xyz<sup>SM</sup>* bar. The *re:charge<sup>SM</sup>* fitness center and *splash*, the outdoor pool, give travelers options to de-stress and re-energize, while *re:fuel by aloft<sup>SM</sup>*, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24 hours a day.

Guest rooms feature urban-influenced design, while the centerpiece of each **aloft** room is an ultra-comfortable plush platform bed. Loft-like nine-foot ceilings and oversized windows create a bright, airy environment. 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 HDTV-ready television for optimal sound and viewing.

Guests of **aloft** can book their stay directly through [www.aloft-hotels.com](http://www.aloft-hotels.com) which features the best rate guarantee. Guests also may book through their local travel agents. In addition, during the year of aloft hotel's launch—2008—members of the Starwood Preferred Guest program can earn an unprecedented 8 Starpoints for every U.S. dollar spent (quadruple the base earning) when they register and then book a stay at any **aloft** hotel worldwide until December 31. Members of the award-winning and industry-leading Starwood Preferred Guest program currently earn two points for every dollar spent at a participating Starwood hotel. After racking up their Starpoints, SPG members can redeem their points for free nights with no blackout dates at more than 860 hotels and resorts worldwide. The offer is designed to celebrate the opening of the eighth hotel and lifestyle brand to join the Starwood Preferred Guest loyalty program.

For more information on **aloft hotels**, visit [www.aloft-hotels.com](http://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 Aloft<sup>SM</sup>, and Element<sup>SM</sup>. 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](http://www.starwood-hotels.com).

#### **About CSK hotels**

CSK hotels is a Fort Smith, AR-based hotel developer and operator with hotel properties throughout the Southeast US. The **aloft Rogers-Bentonville** will be the company's ninth owned and operated hotel property. CSK hotels has five more hotel projects under construction. The company is owned by Chris Whitt, Kane Whitt, and Storm Nolan.

(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.)