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More Points than Ever Before!
Starwood Preferred Guest Members® Earn Quadruple Starpoints® at **aloft**SM hotels

White Plains, NY – May 29, 2008: aloha! Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and its much anticipated new lifestyle brand **aloft** hotels, announced today that in celebration of the opening of the first **aloft** hotels and in recognition of **aloft** being the eighth brand to join the Starwood Preferred Guest® (“SPG”) loyalty program, SPG members can earn an unprecedented 8 Starpoints for every U.S. dollar spent (quadruple the base earning) when they register and then book and stay at any **aloft** hotel worldwide until December 31, 2008.

Members of the award-winning and industry leading Starwood Preferred Guest program currently earn two points for every dollar spent at any participating Starwood hotel. This extraordinary offer will allow SPG members who register for the offer to quadruple their earned Starpoints for **aloft** stays. Gold and Platinum members will continue to earn one additional bonus point based on their elite status bringing their earning to an incredible nine Starpoints for every U.S. dollar spent. SPG members as well as non-members can register at www.alfhotels.com/8to1.

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. Starpoints can also be transferred to miles on more than 30 airlines and to bid for once-in-a-lifetime experiences through the SPG Moments program. Guests can register for the offer at www.alfhotels.com/8to1 and then

book directly on the brand's website www.aloft-hotels.com, which guarantees the best rate. Reservations can also be made at 1-877-go-**aloft** and through local travel agents. Rates for aloft hotels are market-driven, and on average, prices are \$150/night.

In the same way that W hotels broke through the clutter of conformity in the upscale hotel arena, **aloft** – A Vision of W - is shaking up the lodging industry with urban-influenced design, cutting edge technology, sassy style and social atmosphere.

aloft brings a new tWistSM in travel to the younger, hipper, tech-savvy guest and will raise the bar in the select-service category, delivering loft-inspired social spaces and guestrooms, enhanced technology services, landscaped outdoor spaces and a lobby with a bar and pool table which transforms from a playful place or quiet space by day to an eclectic, electric social scene at night.

aloft rooms feature nine-foot ceilings and oversized windows to create a bright, airy environment. The centerpiece of the **aloft** room is the ultra-comfortable signature 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 complimentary wired and wireless internet access and a one-stop connectivity solution for plugging in multiple electronic gadgetry such as PDAs, cell phones, mp3 players and laptops – which are linked to a 42" flat panel LCD television for optimal sound and viewing.

An instant hit in the development community and sure to be a hit with guests, the first **aloft** hotels are scheduled to open in summer 2008. The **aloft** brand has already announced more than 88 development projects in more than eight countries.

More than 18 **aloft** hotels are scheduled to open between June 2008 and December 2008, providing SPG members many opportunities to take advantage of this rich offer. The first **aloft** hotels are scheduled to open in Chicago O'Hare, IL, Minneapolis, MN, and Philadelphia Airport, PA, Lexington, MA., Ontario-Rancho Cucamonga, CA, Rogers-Bentonville, AR as well as Montreal Airport and Beijing, China. More than 50 **aloft** hotels are scheduled to open in 2009 including Brooklyn, NY, Denver International Airport, CO, Dallas, TX, Atlanta, GA, Las Vegas, NV and Toronto, Canada.

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 and resorts with the following internationally renowned brands: St. Regis®, The Luxury Collection®, Sheraton®, Westin®, Four Points® by Sheraton, W®, Le Méridien® and the recently announced **aloft**SM and **element**SM Hotels. 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