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For Immediate Release

RESERVATION LINES NOW OPEN FOR ALOFT PLANO

Starwood's New Lifestyle Brand Delivering a 'new twist in travel'

PLANO, TEXAS — AUGUST 11TH, 2008 — aloha! Starwood Hotels & Resorts Worldwide, Inc.[®] (NYSE:HOT) and its much-anticipated new lifestyle brand, **aloft**sm hotels, announced today that reservation lines are now open for bookings at the **aloft** Plano by visiting www.aloft-hotels.com or calling 1-877-GO-ALOFT.

"We welcome all travelers visiting North Dallas to stay at the **aloft** Plano," said Michael Walzl, general manager of the **aloft** Plano. "Not only will guests experience a 'new twist in travel,' but they also will 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 will earn two points for every eligible dollar spent at more than 850 participating hotels and resorts worldwide. Rates for **aloft** hotels are market-driven, and on average, prices range from \$139/night to \$219/night.

Located at 6853 North Dallas Parkway, the **aloft** Plano is a 68,000 square-foot structure with 136 guestrooms. It has many features, including the w xyz bar; with signature drinks a snack-attack menu, music and can't miss events. Property tours will be given after the ribbon cutting.

The aloft Plano is managed by Dallas-based Aimbridge Hospitality, and is owned by a joint venture including Hillwood -- one of the top real estate developers in the country, Champ Hospitality, Aimbridge Hospitality, and JF Capital.

aloft is shaking up the lodging industry with urban-influenced design, accessible technology, style and a social atmosphere. **aloft** offers a total sensory experience, with rooms featuring loft-like, nine-foot ceilings and oversized windows to create a bright, airy environment.

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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 wireless internet access and a one-stop connectivity solution for multiple electronic gadgetry such as PDAs, cell phones, mp3 players and laptops - all linked to a 42" flat panel HDTV ready television for optimal sound and viewing.

In the same way that W hotels broke through the clutter of conformity in the upscale hotel arena, **aloft** – A Vision of W Hotels – will raise the bar in the select-service category, delivering urban-inspired, loft-like guestrooms, enhanced technology services, landscaped outdoor spaces for socializing day and night and an energetic lounge scene.

For reservations or information, visit www.aloft-hotels.com or call 1-877-GO-ALOFT.

About aloft

Infused with the DNA of W Hotels, **aloft** is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude. Starwood anticipates the first **aloft** hotels to open in early 2008, with 500 properties worldwide expected by 2012.

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 850 properties in more than 95 countries and 145,000 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 aloftSM and ElementSM Hotels. Starwood Hotels also own 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 Aimbridge Hospitality

Aimbridge Hospitality is a hotel real estate and management company created to identify investment opportunities throughout the United States. Aimbridge provides management, asset management, capital renovation, supervision, accounting and consulting services for its strategic partners. Aimbridge currently operates hotel properties in the Embassy Suites, Doubletree, Hilton Garden Inn, Hampton Inn & Suites, Sheraton, Hyatt and Wyndham brands. Aimbridge also manages a number of independent hotels, including the Phoenix Inn & Suites brand of hotels and has several projects under development in the Starwood, Marriott and Hilton enterprises. For more information on Aimbridge Hospitality, please visit the company's Web site at www.aimbridge-hospitality.com.

About Hillwood

Hillwood, a Perot company, is ranked as one of the top commercial real estate developers in the country and the top residential developer in Dallas-Fort Worth. The company's developments currently house facilities for close to 90 companies listed on either the Fortune 500, Global 500 or Forbes List of Top Private firms. Hillwood is best known for its development of the 17,000-acre Alliance Texas project located 15 miles northwest of DFW Airport, Alliance California in San Bernardino and the \$420-million American Airlines Center and Victory district near downtown Dallas. For more information on Hillwood, please visit the company's Web site at (www.hillwood.com).

About JF Capital

JF Capital Advisors, headquartered in New York City, is a hospitality investment and advisory firm. Prior to founding JF Capital Advisors, Jonathan Falik was a Vice President in the Real Estate Investment Banking division of Bear Stearns & Co. Inc. Together with Joe Weinberger, the principals of JF Capital Advisors have completed over \$10 billion of mergers and acquisitions and capital markets transactions in the hospitality sector. For more information on JF Capital Advisors, please visit the company's Web site at www.jfcap.com.

About Champ Hospitality

Champ Hospitality LP is a full service hospitality development company. Champ develops hotels domestically and internationally for its own portfolio as well as provides a broad range of consulting services for third parties, including: Feasibility analysis, site acquisition, project management, brand selection, management and franchise contracts, asset management and disposition strategies. For information call (214) 432-9559 or visit www.champhospitality.com.

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