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FOR IMMEDIATE RELEASE

ALOFT AUSTIN AT THE DOMAIN CELEBRATES GRAND OPENING ON NOVEMBER 12

AUSTIN, TX – November 10, 2009: Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and LodgeWorks, L.P. prepare to celebrate the grand opening of the much-anticipated new lifestyle brand, Aloftsm hotels. Starwood's Director of New Builds and Transitions, Scott Ingram, will be present to commemorate the occasion, which also marks the first management agreement between Starwood and Lodgeworks, L.P. Aloft is the first hotel to open at The Domain, Endeavor Real Estate Group's exclusive shopping and lifestyle enclave in North Austin. Designed to meet the needs of today's forward-thinking travelers, the six-story hotel will offer 140 rooms, a variety of intuitive technologies and playful public spaces.

Located in the high-tech corridor of Austin, 30 minutes from Austin-Bergstrom International and less than 20 minutes north of downtown, Aloft Austin at The Domain is ideal for both business and leisure travelers. The Domain, which has recently been dubbed "Uptown, the new Downtown" offers a wide variety of couture shopping, fine dining, and entertainment options, making it convenient for guests looking to stay in one place, but still get a taste of Austin. The hotel is also located nearby the soon-to-be-open Light Rail system, providing guests easy-breezy transportation to downtown Austin, The State Capitol, and the infamous 6th Street Entertainment District.

Designed in conjunction with world renowned David Rockwell and the Rockwell Group, Aloft Austin at The Domain stays true to the W Hotel brand's heritage, offering a new twist in travel by delivering a bold, innovative lodging alternative to the normal "box" hotel. The hotel allows its guests to celebrate individuality and the freedom to customize their very own travel adventure, from check-in to check-out. Each guest loft exudes a very "Euro" feel with its nine-foot ceilings, oversized windows, flat-screen televisions, a well-designed and tech-friendly workspace, walk-in showers and Bliss Spa Products that make for a comfortable stay.

The atmospheric public spaces at Aloft Austin at The Domain are also designed to draw guests out of the rooms to socialize and make friends. Guests can read the paper, work via complimentary hotel-wide wireless internet access, play a game of pool or grab a drink with friends at the re:mix communal lobby area and bar w xyz. The re:charge fitness center and splash, the indoor or outdoor 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 and go, 24-hours a day.

“Aloft Austin at The Domain will appeal to youthful-minded travelers with its urban flair and social interplay,” said Brian McGuinness, Vice President of Aloft and Element hotels worldwide. “Alive with the energy of discovery and interaction, Aloft will be a perfect match for Austin’s dynamic urban lifestyle.”

In true Austin style, Aloft Austin at The Domain will also be a green hotel. Aloft employs ecologically-friendly practices, products and services both inside and outside its hotels. Recycled construction materials, including concrete and cork, will play an integral role in the hotel’s design, while landscaped outdoor spaces will create a park-like environment. In the parking lot, spots will be specially reserved for hybrid cars. Inside the hotel, guests will have the option of reusing their towels and linens to help conserve water, while dispenser units in the bathrooms help to reduce the use of non-biodegradable plastic materials.

Endeavor’s development at The Domain will be its own urban community, roughly equal in size to downtown Austin. Aloft Austin at The Domain offers endless shopping opportunities, with such neighbors as Saks Fifth Avenue, Nordstrom, Whole Foods Market and approximately 500,000 square feet of specialty retail, dining and entertainment. The vibrant, pedestrian-friendly project will help redefine Austin’s urban footing for decades to come, offering guests and residents over 10-acres of parks and commuter rail access to downtown Austin and points to the north.

“We are thrilled that LodgeWorks will be delivering an exciting new hotel concept, Aloft, to compliment and enhance The Domain’s existing and forthcoming world class retail, office and residential uses,” said Chad Marsh, an Endeavor Principal.

“LodgeWorks is excited to further the Starwood Aloft brand with the entry of a 140-room aloft hotel at The Domain. Aloft Austin at The Domain will be an excellent complement to the one-of-a-kind mixed-use project,” said Chris Gebert, Senior VP Development at LodgeWorks. “We saw a significant lodging opportunity in this high-profile development in the north Austin market. With over 3 million square feet of Class A office space planned, as well as outstanding retail, the location was an obvious choice.”

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 later this year, with 500 properties worldwide expected by 2012. 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 890 properties in more than 100 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®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft(SM), and Element(SM). 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 LodgeWorks

LodgeWorks, L.P., is a privately held hotel development and management company in the midst of an exciting portfolio expansion. Based in the American heartland, the LodgeWorks® team has a rich history as hospitality brand innovators with industry-leading guest satisfaction, sophisticated development acumen, and an experienced team that has successfully collaborated for more than 20 years. Among recent developments, the company has announced AVIA®, a new boutique hotel collection with sophisticated, locally-inspired designs and an imaginative service culture crafted to bring authentic moments of discovery to discerning travelers. LodgeWorks has also introduced comfortable luxury to the upscale suite category with the innovative refresh of Hotel Sierra® (previously branded Sierra Suites® Hotel). The brand celebrates contemporary design and unexpected touches of luxury. LodgeWorks is also expanding its portfolio of owned and managed branded hotels including Hyatt Summerfield Suites®, Hyatt Place®, Aloft®, Hawthorn Suites®, and Hilton Garden Inn®. For more information, please visit www.aviahotels.com, www.hotel-sierra.com or www.lodgeworks.com.

About Endeavor Real Estate Group

Austin-based Endeavor Real Estate Group (www.endeavor-re.com) is involved in the development, acquisition, management and leasing of office, retail, and industrial properties in Central Texas. With a passion for ensuring quality and longevity, the firm is innovating for the future by creating sustainable environments and relationships. In addition to property management, Endeavor has developed more than 8 million square feet of industry-recognized office and retail properties.

(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.)