



Aloft Abu Dhabi to Welcome Guests from October 27th Aloft Brings Style at a Steal to Abu Dhabi in Time for F1

Abu Dhabi, UAE; November 2009 - Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) and its much-anticipated new destination sensation brand, Aloft Hotels, welcomed guests on October 27th at the Aloft Abu Dhabi, located at Abu Dhabi National Exhibition Centre (ADNEC). Launching ahead of schedule in time to support the 2009 Formula 1 Etihad Airways Grand Prix and designed to meet the needs of today's self-sufficient travellers, this new-build hotel offers 408 loft-like rooms, a variety of vibrant and atmospheric social spaces and intuitive and accessible technology options.

Aloft Abu Dhabi <http://www.aloft-hotels.com/abudhabi> is conveniently linked directly to the Abu Dhabi National Exhibition Centre, next to the Capital Centre district. It brings a brand new lifestyle concept in hotels to the capital for the next generation of business travellers by offering a high-design concept at an affordable price.

Stephan Vanden Auweele, Aloft Abu Dhabi's General Manager explains, "Aloft is the world's fastest growing hotel brand. It is shaking up the industry by ignoring certain aspects of hotels which have become clichéd and old-fashioned in the minds of today's savvy travellers."

A vision of W Hotels, Aloft offers atmospheric public spaces designed to draw guests from their hotel rooms to socialize and make acquaintances. Guests can read the paper, work on their laptops, play a game of pool, grab a drink with friends at the **w xyz bar** or enjoy a meal at **Dine**, the hotel's main restaurant with live-cooked international-style cuisine. Feel the buzz of our open kitchen and boost your energy at Dine.

re:fuel by Aloft is a one-stop, 24-hour grab & go food and beverage area, offering sweet, savory and healthy food, snacks and beverages. Or visit **relax@12**, an indoor/outdoor lounge where guests can find oriental bites, yummy tapas and a sassy sushi selection. The **re:charge** fitness centre and **splash**, the outdoor pool, give guests options to de-stress and re-energize. **Mai Café**, the ultimate chill-out spot on the fifth floor, offers exciting international flavours, oversized beach chairs and unique custom cocktails, complimented by our eclectic mix of laid-back tunes and sunny grooves.

"We are thrilled to introduce Aloft to Abu Dhabi in time for the 2009 Formula 1 Etihad Airways Grand Prix, as it will bring a combination of sophistication and playfulness to this vibrant community," said Stephan. "Our innovative, fresh perspective on hotels will provide a welcome alternative for travellers while also becoming an integral part of Abu Dhabi."

All guest rooms feature ultra-comfy signature beds, roomy, walk-in showers, and custom amenities by Bliss® Spa. Aloft also offers a variety of intuitive, self-service technologies to help guests stay connected in every space, in every hotel, all the time. Each guest loft serves as both a high-tech office and an entertainment center, featuring complimentary high-speed 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 plasma HDTV-ready television for optimal sound and viewing.

At the touch-n-go kiosk in the hotel lobby, guests have an option of an effortless self-service check in. The touch-screen technology allows guests to choose their exact room and floor using a room-mapping feature, obtain room keys and confirm room rates. All public spaces in the hotel are fully wireless, allowing guests hotel-wide complimentary Internet access to pop open their laptops and jump online.

The Abu Dhabi National Exhibition Centre is the Gulf's largest and the world's most modern exhibition centre. Staging over 100 live events annually, ADNEC welcomes around 1.8 million visitors through its doors every year – a large proportion of which are from overseas.

“Whether guests are traveling on business or pleasure Aloft has something for everyone. From our dynamic bar, to free Wi-Fi and fully-equipped fitness center, Aloft gives guests urban flair, convenience and a vibrant social atmosphere and is a perfect match for Abu Dhabi,” said Brian McGuinness, Senior Vice President of Specialty Select Brands for Starwood.

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About Aloft Hotels

Created to shake up the staid, traditional select service segment of the hotel industry, Aloft delivers urban-influenced, open and vibrant design and a social guest experience at an affordable price point. In the same way that W Hotels broke through the clutter of conformity in the upscale hotel arena a decade ago, Aloft is shaking up the industry for the next generation of traveler. Starwood recognized opportunity in the select serve market for reinvention and innovation and selected world renowned design and architecture firm Rockwell Group to collaborate on the new hotel concept. Aloft hotels are geared toward savvy, design-conscious consumers who grew up with the democratization of design. Aloft hotels are wired for the future and an aggressive growth plan is in place with close to 50 properties set to open by the end of this year from Baltimore and Dallas to Beijing and everywhere in between. 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 more than 960 properties in approximately 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 AloftSM, 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.starwood-hotels.com.

About Abu Dhabi National Exhibitions Company (ADNEC)

Abu Dhabi National Exhibitions Company (ADNEC) is a strategic international venue development and management company. ADNEC's venue portfolio includes one of the most modern exhibition centres in the world - the Abu Dhabi National Exhibition Centre, and the UK capital's largest exhibition and conference venue, ExCeL London.

ADNEC is creating unique business districts to serve Abu Dhabi's rapid expansion and emergence on the global stage. Development projects surrounding the Abu Dhabi National Exhibition Centre include Capital Centre (a mixed-use development of 23 hotel, residential, commercial and mixed-use towers adjacent to the exhibition centre), Capital Gate (an iconic 35 storey gravity defying feature tower, featuring the 5-star hotel - 'Hyatt at Capital Centre'), the Aloft Hotel and a 2.4km Marina zone on Al Bateen Channel opposite to the exhibition centre.

In addition, ADNEC is expanding within the region, with The Al Ain Convention Centre, a residential and business micro city around a state-of-the-art convention centre. For more information visit www.adnec.ae; www.alaincc.ae; www.capitalcentre.ae; www.capitalgate.ae; www.excel-london.co.uk;

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