



**FOR GUESTS AT ALOFT ABU DHABI,
CHECKED IN MEANS PLUGGED IN**

***If It's Handheld, High-Speed, or Wireless,
High-Tech Aloft Abu Dhabi Makes it Easy to Connect***

Abu Dhabi, UAE, November 2009 - Since day one, when AloftSM Hotels unveiled a groundbreaking "virtual hotel" on Second Life, technology has been a vital component of the brand's DNA. As it opens its doors around the world – including Aloft Abu Dhabi - Starwood Hotels & Resorts Worldwide, Inc.'s (NYSE:HOT) new lifestyle brand, is keeping technology in the forefront.

"Today's savvy travelers don't consider technology an extra anymore. They want it woven seamlessly into their hotel experience, and that's what we've done at Aloft," said Stephan Vanden Auweele general manager for Aloft Abu Dhabi. "From superior WiFi to advanced key card technology and easier interfaces, the Aloft guests' experience is next-generation, seamless and accessible."

Like all Aloft hotels, Aloft Abu Dhabi features CAT-6 high thru-put wires for the fastest speed in high-definition bandwidth throughout the lobby, public spaces and guestrooms. Aloft Abu Dhabi provides all-complimentary wireless, meaning guests can access the Internet in common spaces, guest rooms, and even in outdoor spaces, without having to fish for a signal. Public areas of Aloft hotels also have a much higher-than-average number of electrical outlets, so guests can always plug in or recharge any device.

When they arrive, guests can check in through Aloft Abu Dhabi's signature self-serve "Aloha" kiosk, a touch-screen powerhouse in the lobby that makes the process effortless. Touch-screen technology lets guests map and choose rooms and floors, get room keys, and confirm rates. At check-out, guests can even print airline boarding passes from the same kiosk. A streaming digital news ticker runs above the lobby perimeter so Aloft guests are never out of touch.

Inside their self-selected rooms, guests at Aloft Abu Dhabi enter a combination relaxing oasis, high-tech office, and high-energy entertainment center. Fast and free wireless Internet access and plug-and-play connectivity bring it all together. The in-room system links multiple electronic gadgets -- PDAs, cell phones, mp3 players and laptops -- to a 42" flat-panel HDTV-ready television for optimal sound and viewing. Multi-taskers will appreciate plug-and-play capabilities that let them charge electronics while they download movies from the Internet to watch on television while previewing tomorrow's PowerPoint presentation. An Aloft tech-support team ensures a free, fast and reliable WiFi experience.

The Aloft brand is leveraging today's technology to eliminate clutter from guest rooms – and to protect the environment. Phone directories and local guides are all instantly accessible on in-room televisions, saving paper and space -- and letting Aloft Abu Dhabi update information with the push of a button. Aloft Abu Dhabi like all Aloft hotels, is built with key-card systems that can be easily upgraded to support new technology as it develops.



Created to shake up the staid, traditional select service segment of the hotel industry, Aloft delivers style at a steal with urban-influenced, open and modern design and a vibrant social 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, the Aloft brand is shaking up the industry for the next generation of traveler. The Aloft brand is geared toward savvy, design-conscious consumers who grew up with the democratization of design. The Aloft brand is 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 Abu Dhabi and Baltimore to Dallas and Beijing and everywhere in between. For more information, please visit www.aloft-hotels.com.

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 Abu Dhabi and Baltimore to Dallas and Beijing and everywhere in between.

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

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