



WITH A NEW WAVE OF STAND-OUT FEATURES, ALOFT HOTELS BANISH BAD MEMORIES OF SELECT-SERVICE STAYS

With Benefits Aimed at the Next Generation, Aloft Abu Dhabi Shakes Up a Staid Category

Abu Dhabi, UAE, November 2009 – Attention travelers: There's no reason to settle for boring hotel amenities, dull food, and depressing décor. AloftSM Hotels is here.

Aloft Abu Dhabi is turning heads in the staid select-service category with urban-inspired design, buzzing open spaces, and a savvy attitude.

But, the difference with the Aloft brand is more than skin deep. As travelers would expect from a Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) brand infused with the DNA of W Hotels®, the Aloft brand is changing the game with inventive amenities unlike anything guests have experienced from the select-service category.

"Aloft guests have an MP3 player in hand and the Internet is always pulled up. They live with style and speed," said Stephan Vanden Auweele, General Manager for Aloft Abu Dhabi. "The amenities at an Aloft hotel anticipate that kind of anywhere-anytime energy. If you want a workout at midnight or a natural snack at 3 a.m., why shouldn't you?"

Aloft offers a number of stand-out features, including:

- **re:mix loungeSM**: The lobby space of an Aloft hotel knocks down traditional barriers to create a free-flowing, open-plan space for work, play, or just chilling out. **re:mix** is whatever guests want to make it; they can sidle up to the w xyz bar for drinks, pop into re:fuel by aloft for a self-serve snack, or bring the laptop down -- Wi-Fi is always on the house.
- **w xyz barSM**: As day turns to night, **w xyz bar** becomes the focus at an Aloft hotel. Designed to attract guests and locals alike, **w xyz** offers a sophisticated urban atmosphere where guests can mix, meet and mingle over cocktails, light bites or a game of pool. What makes **w xyz** sizzle is its signature cocktail menu, house-made infusion liquors, and unique culinary garnishes. Weekly **w xyz** events like diva dj and spinstar nights make **w xyz** a destination for guests and locals alike.
- **re:fuelSM by Aloft**: Eat-and-run often equals dull, unhealthy and unappetizing. Not at **re:fuel by Aloft**, a one-stop gourmet grab-and-go area that's a fresh, fun change for travelers. Guests can help themselves 24/7 to a sweet treat, java jolt, salad, sandwich, or snack. Menu items are selected to be as nutritious as they are tasty.
- **dine** Hungry, anyone? At dine, we've got the real deal, with live-cooked international-style cuisine. Pop in for a breezy breakfast, light lunch, or leisurely dinner to dine & shine on pastas, burgers, fresh favorites and sweet treats. Feel the buzz of our open kitchen and boost your energy at **dine**.



- **mai café** Lounge around at our ultimate chill-out spot on the 5th floor, featuring our splash pool and **mai café**. Expect exciting international flavours, oversized beach chairs and unique snazzy sips, complimented by our eclectic mix of laid-back tunes and sunny grooves. Don't forget to bring your flip-flops!
- **relax@12** Get ready for a fab night out at our sleek rooftop bar **relax@12** and treat your tummy to oriental bites, yummy tapas and a sassy sushi selection. As the evening falls, the space fades to majestic night view and our DJ gets you in the groove, get settled, chill-out in style and 'relax at 12'.
- **re:chargeSM**: At the 24/7 **re:charge** fitness facility, guests can work out whenever they need to blow off steam. Each purpose-built, **re:charge** features state-of-the-art equipment from Life Fitness® and access to PumpOne workout programs downloadable to handheld devices.
- **splash** Jump in and revive! Swim laps or lounge in style at our pool. Open morning to night, anytime is right for a dip
- **tactic** Spark great ideas in our sleek meeting space, equipped with state-of-the-art A/V, plasma TV and complimentary WiFi. Pooldeck area may also be used for events.
- **touch-n-go kiosk** Zip by check-in at our self-service kiosk. With touch-screen technology, choose your room and floor, confirm rates, get keys and print your boarding pass. Easy-breezy!
- **in-touch** Get in the know at our in-touch terminals—easy breezy Internet access to help you find local information and access your email. It's all at your fingertips and easy to print.
- **camp Aloft** A kid-tastic adventure awaits with your child's own camp Aloft bed-in-a-bag and special treats. And fun food faves at **re:fuel** by Aloft will excite even the pickiest eaters!

Created to shake up the staid, traditional select service segment of the hotel industry, the Aloft brand offers jet set style at a steal with modern, 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. 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.starwoodhotels.com

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