



EYE ON DESIGN: ALOFT ABU DHABI BRINGS HIGH-STYLE, LOW-COST LODGINGS TO THE NEXT GENERATION

Loft-Inspired Design Creates an Open, Energetic Place to Work, Stay And Play For Travelers Tired of Cookie-Cutter Hotels

Abu Dhabi, UAE, November 2009 - High style and low cost have been this decade's mantra, from the Mini Cooper to Target to West Elm. Now, there's a hotel that brings the same edge, eye, and economy to lodging.

AloftSM Hotels is the latest innovation from Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT), who shook up the industry with the launch of W Hotels® more than a decade ago. Conceived by the same team behind W Hotels®, which broke the mold of conformity in upscale lodging, Aloft Hotels delivers a striking counterpoint to conventional select-service hotels.

Each Aloft hotel feels like a modern design lab. On a walk through Aloft Abu Dhabi, words like "industrial" and "urban-inspired" come to mind. Featuring loft-like guest rooms, an open lobby with a buzzing bar scene, a cool grab-and go café, and high-tech design elements, Aloft Abu Dhabi is a far cry from conventional cookie-cutter hotels that populate the select-service space.

The Aloft brand design story began in 2005, when Aloft hotel's brand development team conceived an urban-inspired environment with high ceilings and open, multi-functional spaces to give travelers high design at a more accessible price point.

Over the next two years, the team challenged and redefined the conventions traditionally associated with the select service-space. The result, like Aloft Abu Dhabi, is open, light and vibrant -- multi-functional spaces that speak to the needs of today's highly social, self-sufficient traveler -- without sacrificing style or quality.

"Today's savvy, design-conscious consumers understand that great style can be both accessible and affordable. Generation X and Y travelers who grew up with MTV, iPods and IKEA expect great design wherever they go, whether it's Rogers, Arkansas or Rancho Cucamonga, California," said Stephan Vanden Auweele, general manager for Aloft Abu Dhabi.

Select-service hotels have traditionally been defined by the fact that they are completely unmemorable – dim lighting, low ceilings, heavy traditional furniture and polyester comforters on the bed. The Aloft brand strove to reinvent the select-service market, designing open, energetic and visually engaging hotels within each locale to appeal to business travelers and consumers.

Exterior

First-time visitors to Aloft Abu Dhabi will immediately understand that Aloft brand is different from any other hotel experience. Guests are greeted by special features and visually distinctive iconic structures on the exterior, including a colorful, sloping signature carport cover and building roof-line, and colorful glowing linear light sources on the building facade inspired by the notion of travel and motion.



re:mix lounge

A reinvention of the hotel lobby, *re:mix*SM is a flexible space that lends itself to both daytime and evening socializing. *Re:mix* features a sunken living room with a two-sided glass fireplace which opens to an outdoor patio; a customized pool table; and a 24/7 grab 'n go gourmet pantry, *re:fuel*SM by Aloft, inspired by a New York City deli. The centerpiece of the experience is the bar area, *w xyz*SM, which morphs from a quiet, playful space by day to an eclectic, electric lounge at night. Special programming and events create a constantly changing atmosphere to meet and mingle. The space incorporates industrial design elements: exposed ductwork on the ceiling, polished concrete floors, a bar top of crushed glass lit with colored LCD lights. The design captures comfort and sociability -- and creates a casual place to stay and play day or night.

Guest Rooms

On every guest floor of the Aloft Abu Dhabi, a large picture window overlooks the backyard and floods corridors with natural light. Typically, the two guest-room options are a 275-square-foot room with a king-size bed and a 325-square-foot room with two double beds. Both are loft-like spaces with 9-foot-high ceilings and oversized windows. Rooms employ a calming palette with touches of blue and purple, an abundance of natural light, and custom furniture. A multifunctional headboard serves as a wall partition, built-in storage space, nightstand and artwork display. Bathrooms are simple, serene and cleanly designed and have large walk-in showers with glass doors. Guests will be delighted to find that beds represent the style in many downtown lofts, with custom platform beds and crisp, white cotton sheets and duvets on the beds, all custom-designed for Aloft Hotels. No polyester here!

re:fuel by Aloft

In select-service hotels, functionality is key. *re:fuel* by Aloft was designed with versatility in mind. During the day, the *re:fuel* space at Aloft Abu Dhabi is bright and industrial, with an urban-café-meets-grab-and-go design. At night, the space is transformed by recessing the lights into a red transparent canvas, providing a luminous, evening-chic experience.

Aloha! Desk

Even the front desk at each Aloft hotel is a stylish departure from the norm. The circular Aloha! desk makes an iconoclastic alternative to the traditional check-in desk and sits in the center of the Aloft Abu Dhabi's lobby entry to become part of the welcome experience. Each Aloha! desk is equipped with check-in capabilities. Here, clever design meets function. A custom mirror, located in front of the desk and comprised of small panels arranged to create a kaleidoscopic effect, lets staff members see the entire lobby area. Guests can also check in via high-tech kiosks which allow guests to select floors and rooms, much like selecting seats on aircrafts.

Created to shake up the staid, traditional select service segment of the hotel industry, the Aloft brand offers style at a style with urban-influenced, modern, 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, 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. 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. 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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