



**THE HOTEL BAR GETS SHAKEN AND STIRRED;
MEET, MIX AND MINGLE AT W XYZ BAR
AT ALOFT ABU DHABI**

***Signature Cocktails, Diva DJs and Twilight Rituals
Juice Up Hotel Bars for a New Generation***

Abu Dhabi, UAE, November 2009 – The traditional hotel bar just got shaken and stirred.

Everything about the high-energy, high-style *w xyz*SM bar at AloftSM Hotels will surprise travelers accustomed to dull, dour hotel watering holes. Signature cocktails, house-made infusion liquors, music and ambiance, and can't-miss events make *w xyz* a seductive social spot for guests and locals alike.

"We wanted to create a smart, sophisticated atmosphere that was also playful," said Stephan Vanden Auweele general manager of Aloft Abu Dhabi. "Everyone knows some hotel bars can feel like dead ends; *w xyz* feels full of possibility."

The difference at a *w xyz* bar starts with a twist on happy hour, *twilight @ w xyz* bar. A daily "ritual" transitions the space from day to night at 5 p.m. An oversized video wall displays rotating sunsets, and colorful carriages behind the bar are opened up to reveal a high-tech, backlit back bar featuring a sizable variety of premium liquors, cordials, wine and beer.

Every weeknight, *twilight @ w xyz* bar features different signature cocktails, including clever cross-pollinations like Lychee Martinis and Passionfruit Mojitos. If so many temptations make a drink choice difficult, *w xyz* bar's Decisionmaker 3000 – a fun interactive cocktail decision maker – can make selections a little easier.

A savvy slate of parties and events also keeps *w xyz* bar in its own alluring groove seven nights a week. Among them:

- ***spinstar***, Wednesday nights, *w xyz* bar customers have the chance to show off their talents as the DJ of their dreams. Throughout the night, customers get a 20-minute time slot during which they can share any mix or playlist from their mp3 player with the crowd. From pop to punk to Bollywood themes, there are few limits. *Spinstar* cues up at 9pm.
- ***diva dj***, Thursdays showcase a sassy-chic female dj spinning an eclectic mix of music – and creating an underground, edgy, impromptu and sexy vibe. Diva DJs start spinning at 9 p.m.
- ***playtime*** is a spontaneous series of after-work events designed around each individual Aloft hotel. *Playtime* might include a local meetup get-together, or a friendly local tournament built around one of the bar's game tables. *Playtime* rolls out from 5-7p.m.



Created to shake up the staid, traditional select service segment of the hotel industry, Aloft offers style at a steal 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. 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.

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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 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

For all media enquiries regarding Aloft Abu Dhabi please contact:

Rene Camilleri
Director of Sales and Marketing
Tel: 971 (0) 2 654 5070
Email: rene.camilleri@starwoodhotels.com