



Aloft Abu Dhabi Welcomes Starwood Senior Leadership Team

Abu Dhabi, UAE - December 2009, Aloft Abu Dhabi welcomed the Senior Leadership Team of Starwood Hotels & Resorts Worldwide, Inc recently for the soft opening of the new destination sensation brand hotel. The meeting was a great success and the Starwood team was impressed by the soft opening of the first Aloft property in Europe, Africa & Middle East.

Frits van Paasschen, President and C.E.O of Starwood Hotels & Resorts Worldwide, Inc remarked: "The hotel is absolutely on brand and it brings energy to the new market place. We are really creating something that is new and exciting, and with Starwood, that's a wonderful thing. We will soon have 1000 hotels within Starwood, but many eyes are focused on this hotel because of the development and promise that it brings".

Roeland Vos, President of Starwood in EAME, praised the Aloft team and the Complex General Manager Stephan Vanden Auweele, and was quoted as saying, "Stephan and the team, have done a great job! I am confident that this hotel is going to be as successful as we hope it will be, and I am convinced that it will also be the higher road for the Aloft brand to move into this part of the world."

Designed to meet the needs of today's self-sufficient guests, Aloft Abu Dhabi offers 408 loft-like rooms, a variety of vibrant and atmospheric social spaces and intuitive and accessible technology options. It is conveniently linked directly to the Abu Dhabi National Exhibition Centre, next to the Capital Centre district, and 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.

-Ends-

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.starwoodhotels.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;

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@alofthotels.com