



ALOFT ABU DHABI LAUNCHES B-WITCHED NIGHTS

WITH RADIO 1 D.J SIMON B- FEBRUARY 23RD

Abu Dhabi, United Arab Emirates, 21st February 2010- Launching on 23rd February, and every Tuesday night after that at Aloft Hotel, Abu Dhabi, Simon Bechus, aka D.J Simon B will be spinning the decks at *Relax@12* the new stunning rooftop venue. Playing Deep, Sexy to Progressive house music, the Radio 1 presenter will host this regular dance night from 8 till late.

Simon Bechus fell in love with presenting when he was just six years old, and went on to try his creative luck in T.V presenting on Ajman T.V, ARY Digital and Zee Arabia before settling behind the mic, as his love for progressive house and techno rhythms got the better of him. His Radio 1 afternoon, show 'Music on Demand' airs weekdays and Saturdays from 1-4om , and is the UAE's most interactive and listener dedicated show ever where the listener chooses 100%of the music and introduces the songs too.

In association with Radio 1 and featuring live broadcasts, B-Witched will launch on 23rd February at 8pm. Ladies will be able to enjoy free Smirnoff cocktails all night. Dress code is smart casual.

Relax@12 is a fabulous indoor/outdoor lounge where you can treat your tummy to oriental bites, yummy tapas and sassy sushi selection.

-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.starwood-hotels.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;

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