



For immediate release

Earth Hour 2010 Charity Dinner at Aloft Abu Dhabi

Abu Dhabi, UAE; March 2010 – Aloft Abu Dhabi is leaving guests in the dark next week. But it's all for a good cause.

Aloft Abu Dhabi will turn off its lights in observance of Earth Hour, a worldwide event organized by the World Wildlife Fund to send a powerful global message about environmental awareness and caring for the planet. Nearly one billion people turned out for Earth Hour 2009 – involving 4,100 cities in 87 countries on seven continents.

To underscore parent Starwood Hotels and Resorts Worldwide Inc.'s dedication to environmental sustainability, Aloft Abu Dhabi will also share other energy-saving measures during Earth Hour, March 27 at 8:30pm. Among them: Turning off exterior signage lighting; dimming non-essential interior lighting; using candlelight in the lobby, reducing corridor lights to emergency lights only as well as cutting the lights by 50% in restaurants and bars.

In addition to turning off the lights, Aloft Abu Dhabi has come up with a culinary experience to celebrate the 60th Earth Hour event of this year. When all the lights are diminishing, guests will be able to enjoy a unique dining experience; a four course surprise menu inclusive of special beverages per course while blindfolded! The blindfold dinner will be the perfect touch to the earth hour event that will shut down 70% of the hotel's illumination and Aloft Abu Dhabi will donate AED100 per person to the World Wildlife Fund.

Earth Hour is drawing strong support from Starwood hotels around the globe. Last year, the unlit hotels offered striking visual imagery that provided an apt symbol of Earth Hour. So far, more than 130 hotels in Starwood's Europe, Africa, Middle East region have committed to participating in Earth Hour, with many more expected to join the effort.

"In an age where consumers are overwhelmed with news media, multi-functional cell phones and information we feel it was time to step back and focus on the senses that truly stimulate our souls", said Stephan Vanden Auweele - Complex General Manager Aloft Abu Dhabi & Element Abu Dhabi. "Earth Hour gives Aloft Abu Dhabi the opportunity to take part in the biggest ever global event in the fight against climate change and to demonstrate to our associates and guests just how important simple actions can be towards saving energy and reducing our greenhouse gas emissions. Earth Hour symbolizes that working together each of us at Starwood can make an impactful difference on the health of our planet".

Hundreds of Starwood hotels around the world will also coordinate Earth Hour awareness events, including community walk-a-thons, public candlelight "unplugged" concerts, and receptions for guests featuring signature green cocktails.

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About Earth Hour

On Earth Hour, March 27, 2010, hundreds of millions of people around the world will come together to call for action on climate change by doing something quite simple—turning off their lights for one hour. The movement symbolizes that by working together, each of us can make a positive impact in this fight, protecting our future and that of future generations. Since its inception three years ago, Earth Hour’s non-partisan approach has captured the world’s imagination and became a global phenomenon. Nearly one billion people turned out for Earth Hour 2009 – involving 4,100 cities in 87 countries on seven continents. Last year, 80 million Americans and 318 U.S. cities officially voted for action with their light switch, joining iconic landmarks from around the world that went dark for Earth Hour. More at www.myearthhour.org.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world, with 992 properties in almost 100 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 Aloft®, and Element SM. 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 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

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