

**STARWOOD HOTELS & RESORTS WORLDWIDE, INC
NEWS AND DEVELOPMENTS UPDATE**

NEWS SUMMARY RELEASE – APRIL 2008

ALOFT

ALOFT BREAKS GROUND IN JACKSONVILLE, FLORIDA

Starwood Hotels & Resorts and its much-anticipated new lifestyle brand, aloft hotels, celebrates the groundbreaking on a new aloft hotel in the rapidly growing north side of Jacksonville,

Florida. Developed by The Summit Group, Inc., aloft Jacksonville Airport is scheduled to open in January of 2009. Designed to appeal to today's youthful-minded travellers, the new-build

hotel will offer 136 rooms, a variety of intuitive technologies and atmospheric public spaces. Aloft Jacksonville Airport will be conveniently located just minutes from Jacksonville

International Airport and 25 minutes from downtown Jacksonville. The new-build hotel will be part of the RiverCity Marketplace, an upscale lifestyle centre at the intersection of I-95 and

Airport Road, which is scheduled for completion at the same time the aloft hotel opens.

www.aloffhotels.com

ALOFT HOTEL BREAKS GROUND IN CHANTILLY, VIRGINIA

On 24 April 2008 aloft hotels celebrated the groundbreaking of a new aloft hotel in Chantilly, Va., immediately south of the Dulles International Airport and the National Air and Space

Museum. Developed and owned by Columbus, Md.-headquartered Ampac Group, aloft Dulles South is scheduled to open in spring 2009. Marshall Management, located in Salisbury, Md.,

will operate the hotel, as well as provide construction oversight and pre-opening services. The 144-room hotel will offer a variety of intuitive technologies and atmospheric public

spaces. www.aloffhotels.com

ALOFT HOTELS AND PUMPONE FORGE EXCLUSIVE PARTNERSHIP LAUNCHING PORTABLE PERSONAL TRAINERS FOR ROAD WARRIORS

Starwood Hotels & Resorts' new lifestyle brand, aloft hotels, announced on 28 April 2008 an industry-exclusive partnership with PumpOne. The partnership--designed for the tech-savvy aloft

hotel guest--is the new tWist (SM) in on-the-road fitness programs. aloft hotel guests can download aloft-customized, introductory workouts from each of seven fitness categories to

their computers, PDAs, iPods and iPhones. These devices can then be linked to the aloft plug and play device which links to the 42" LCD television screen in each guest room. Guests will also

be able to purchase full-length customized aloft/PumpOne workouts through the aloft broadband channel while visiting and through www.aloffhotels.com

FOUR POINTS BY SHERATON

FOUR POINTS BY SHERATON HOUSTON, MEMORIAL CITY OPENS FOR BUSINESS IN BUSTLING WEST HOUSTON

On 27 March 2008, Starwood Hotels & Resorts announced the opening of the new Four Points by Sheraton Houston, Memorial City, the brand's second hotel in Houston. The hotel's 171 guest

rooms, including 80 two-room parlour suites, feature furnishings that are both contemporary and comfortable. The centrepiece of the hotel's spacious guest rooms is the Four Points by

Sheraton Four Comfort Bed. Rooms also include a 32-inch flat screen television, free in-room bottled water and complimentary high-speed Internet access. In the lobby, guests can indulge

in a hearty slice of warm apple pie, served up as part of the Four Pies program, or socialize with fellow travellers in the Family Room area, start the day with a great cup of Seattle's Best

coffee, and relax with a variety of great local and world-class imported craft beers, brought to them as part of the Best Brews program. The hotel also offers four meeting rooms totalling

2,790 square feet, a full-service restaurant and bar, an outdoor pool, 24-hour fitness centre and complimentary wireless Internet throughout the property.

www.fourpoints.com/houstonmemorialcity

FOUR POINTS BY SHERATON OPENS HOTEL IN TEMPE, ARIZONA

Starwood Hotels & Resorts has announced the opening of a new Four Points by Sheraton in Tempe, Arizona in the heart of the Phoenix Metropolitan area. Following an extensive eight month renovation, the newly upgraded 187-room hotel will offer guests just what they're looking for - great beds, a social atmosphere and a resort pool experience. The hotel will also provide nearly 5,000 square feet of flexible meeting space, which can accommodate groups of up to 200 people. Professional planning and catering services are also available to ensure the success of each event. Additional facilities include a 24-hour gym and business centre. Four Points by Sheraton Tempe is located minutes from the more than 100 shops, galleries and restaurants in Tempe's popular Mill Avenue district and not far from Arizona Mills, the state's largest mall. Four Points by Sheraton Tempe is also within walking distance of two light rail stations, providing transportation to Mill Avenue, the Airport, downtown Phoenix and many other locations within the greater Phoenix Metro Area.

www.fourpoints.com/tempe

SHERATON

SHERATON HOTELS & RESORTS ANNOUNCES LARGEST DEVELOPMENT PIPELINE IN THE BRAND'S HISTORY

Sheraton Hotels & Resorts, Starwood Hotels & Resorts Worldwide, Inc. largest and most global brand, is initiating the most aggressive global expansion in the brand's history, with 54 hotels scheduled to open and 20,000 new rooms to be added to the brand by 2009. The Sheraton brand's growth plan, which includes an investment of \$2 billion in new hotel openings in North America, is part of a larger initiative to revitalize the iconic brand and differentiate the guest experience at its 406 hotels and resorts across 71 countries. Sheraton and its owners are undertaking an aggressive multi-year strategy to improve the quality and consistency of the brand portfolio through significant enhancements, including a new lobby experience that serves as a destination for guests, stylish new guest rooms and a host of innovative guest offerings.

In 2008, Sheraton will open one hotel every 12 days in cities and regions around the world including Dallas, Denver, Minneapolis, Phoenix and metropolitan Washington, D.C. in the U.S., as well as Ireland, Argentina, Egypt and China. The brand will also add three new resorts, including two in China and one in Carlsbad, California, to its renowned collection for a total of 63 resorts worldwide by year-end. By the end of 2010, Sheraton will expand in North America, Europe, the Middle East and Asia and augment its portfolio by almost 70 properties, 30 of which will include spas. www.sheraton.com

ALABAMA'S FIRST WESTIN HOTEL OPENS IN HUNTSVILLE

Starwood Hotels & Resorts is pleased to announce the highly anticipated opening of The Westin Huntsville on 12 April 2008. The 11-story hotel features 210 beautifully appointed guest rooms and 74 residential condominiums on the top six floors. As well as the signature Westin Heavenly Bed, all guest rooms are equipped with high speed Internet access, flat screen LCD televisions and the highly acclaimed Westin Heavenly Bath products. The Westin Huntsville features the largest hotel ballroom in the city, with 7,900 square feet of space that can accommodate as many as 850 guests. For smaller events, this space can be divided into six separate meeting rooms. A state-of-the-art, 792-square foot boardroom is also available. Additional facilities include a full-service spa, an indoor/outdoor heated pool, the WestinWORKOUT fitness centre, a business centre and concierge service.

www.westin.com/huntsville

STARWOOD

STARWOOD HOTELS & RESORTS LAUNCHES ITS FIRST-EVER FAMILY TRAVEL PROGRAM "LOVE YOUR FAMILY" TO DEBUT IN 29 RESORTS IN THE U.S. AND THE CARIBBEAN

Beginning this summer, Starwood Hotels & Resorts will unveil a new family-friendly program with signature services and curated experiences designed for kids and grownups alike. "Love

Your Family" will launch in 29 resort locations flying the Sheraton, Westin, St. Regis and The Luxury Collection brand flags. Debuting first in the U.S. and the Caribbean, the program will

expand internationally to Canada, Latin America and Europe by 2009. The core elements of Love Your Family include three signature experiences--Fireside Storytelling, Stargazing, and Dive-In Movies - as well as other features that will be indigenous to each respective property. Love Your Family also includes services designed to appeal to parents, including connecting rooms, food and beverage discounts, and other unique packages and offers, all coordinated by the resort's newly appointed "Director of Fun."

www.FamilyFunSpecials.com

Ends

Notes to editors:

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 890 properties in more than 100 countries and 145,000 employees at its owned and managed properties. Starwood® Hotels is a fully integrated owner, operator and franchisor of hotels and resorts with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft(SM), 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