

For Immediate Release

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ALOFT CHESAPEAKE OPENS DOORS TODAY
The "New Twist(SM) in Travel" Arrives in Virginia's Hampton Roads

November 13, 2008 (Chesapeake, VA)— aloha! Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) in partnership with LTD Management Company today announces the opening of **Aloft Chesapeake**, a bold, new lodging alternative in the vibrant Hampton Roads region of southeast Virginia. Designed to meet the needs of today's generation of style-conscious, tech-savvy travelers, the sleek, new-build hotel offers 136 spacious, loft-like rooms, accessible technology and a hip, urban attitude.

"**Aloft Chesapeake** provides a stylish and contemporary environment to meet and play, work and stay," said Brian McGuinness, Senior Vice President of Specialty Select Brands, Starwood Hotels & Resorts Worldwide, Inc. "Alive with the energy of discovery and interaction, **Aloft Chesapeake** is a perfect match for this dynamic suburb in Hampton Roads."

Located at 1454 Crossways Blvd. in Chesapeake, the new **Aloft** is convenient to Norfolk International Airport, Norfolk and the Virginia Beach Oceanfront. Guests will also enjoy access to Hampton Roads' leading attractions including Busch Gardens Williamsburg, historic sites at Yorktown, Jamestown and Williamsburg, as well as the Outer Banks of North Carolina.

"We are thrilled to open the first **Aloft** in Virginia, as it will bring a combination of sophistication and playfulness to the Chesapeake market," said Neel Desai, LTD's Managing Partner. "The **Aloft** brand's innovative and fresh perspective on lodging provides a welcome alternative for travelers not just in Chesapeake, but throughout the Hampton Roads region. **Aloft(SM) hotels** is in a class of its own and people will want to experience the vibe of the **Aloft** brand."

Infused with the DNA of W Hotels, **Aloft** is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude. **Guest rooms** feature nine-foot ceilings, oversized windows and the ultra-comfortable signature bed, as well as oversized walk-in showers and amenities created by Bliss® Spa. Each **Aloft** room is also a combination high-tech office and entertainment center equipped with wireless Internet access and *plug & play*, a one-stop connectivity solution for multiple electronic gadgetry all linked to a 42" flat-panel, LCD-ready television.

Designed in conjunction with world-renowned David Rockwell and the Rockwell Group, **Aloft** offers atmospheric public spaces where guests can mix and mingle, read the paper, work on laptops, play a game of pool or grab a drink with friends at the *re:mix(SM) communal lobby* area and *w xyz(SM)* bar. The *re:charge(SM) fitness center* and *splash pool* give travelers options to de-stress and re-energize, while *re:fuel by aloft(SM)*, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

Aloft opened its first hotels in 2008 and expects to open 500 properties worldwide in the next five years. For more information on **Aloft**, please visit 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 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, and the recently launched **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.starwood-hotels.com.

About LTD Management Company, L.L.C.

LTD Management Company, L.L.C., is an award-winning hotel development and management group headquartered in Chesapeake, VA. Since its inception in 1983, LTD has developed a reputation for creating an atmosphere "where distinction reigns." The company currently operates 25 properties throughout Virginia and Maryland, with 8 more hotels in the development pipeline and scheduled to open within the next two years. At the 2007 Marriott Owners Conference, LTD was recognized with the *Spirit to Serve* and *Partnership Circle* awards, after competing with 400 top hotel management companies for these distinctions. With the highest possible standards in mind, LTD prides itself with developing quality hotels under the franchise brands of Starwood, Marriott, Hilton and InterContinental. For more information, please visit www.ltdmanagement.com

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