

ALOFT DULLES NORTH GREETES TRAVELERS WITH STYLE

The Dulles Technology Corridor says aloha! to the “New TWist in Travel”

WHITE PLAINS, NY – December 19, 2008: Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and its stylish, new lifestyle brand, Aloftsm hotels today announced the opening of Aloft Dulles North, a bold new lodging alternative in the Dulles Technology Corridor. Owned by The Buccini/Pollin Group [Buccini/Pollin] and managed by PM Hospitality Strategies, Inc. [PMHS], Aloft Dulles North offers 136 spacious, loft-like rooms, accessible technology and a hip, urban attitude.

Stirring enthusiasm with the vibrant sounds of popular DJ Neekola, today’s unveiling broke the convention of hum-drum ribbon cuttings. After a brief ceremony, the event took a new turn dedicating a time capsule filled with items including Aloft-inspired music and gadgets, popular YouTube video clips, Beijing Summer Olympic pins, Barack Obama Presidential election pins, today’s Washington Post and a recap of significant 2008 events.

“Aloft brings energy to the Dulles Corridor by offering the opportunity to mix and mingle in a space that is stylish, fun and affordable,” said Brian McGuinness, Senior Vice President of Aloft hotels worldwide. “With its urban design aesthetic and loft-like rooms, Aloft Dulles North provides a distinct and exhilarating experience targeted to younger, style-conscious travelers.”

Just a few short miles north of the main terminal for Washington Dulles International Airport, the Aloft Dulles North is convenient to numerous corporate offices including Verizon, Airbus, Howard Hughes Medical Institute, AOL/Time Warner, Volkswagen, Equinix, Booze | Allen | Hamilton and Orbital Sciences. Higher education nearby includes The George Washington University Virginia Campus, George Mason University Loudoun, Patrick Henry College and Shenandoah University - Northern Virginia Campus.

“We are delighted to partner with Starwood to open this hip, eco-chic new lodging alternative in the Dulles area,” said Dave Pollin. “With its stylish accommodations and lively social scene, Aloft appeals to travelers whose lodging selection reflects their constantly evolving lifestyle.”

A Vision of W Hotels, Aloft is a new destination sensation featuring loft-inspired design, accessible technology, and a stylish urban attitude.

The hotel's spacious guest rooms with nine-foot ceilings feature extra large windows, iPod docking stations and free high-speed wireless internet. Each room is a combination high-tech office and entertainment center equipped with a one-stop connectivity solution for multiple electronic gadgetry all linked to a 42" flat-panel, HD television. Ultra-comfortable beds are either king- or queen-sized “platform” beds. The bathroom experience is true to its “loft” billing with sensibly-planned dressing wardrobe, a refrigerator under the vanity, counter-top bowl sink, roomy walk-in showers and amenities created by bliss® spa.

Energizing public spaces draw guests from their rooms. Aloft is the place to socialize — just step into the re:mix to relax and chat, work on your laptop or shoot a few games of pool. Catch up with friends, or catch the big game on the four-panel LCD TV screening wall. Above the screening wall is an LED electronic message-ticker providing the latest news headlines. And self check-in kiosks allow guests to print out their next flight's boarding pass.

The adjacent w xyz bar has great drink specials and tasty bar fare while listening to high-fidelity Bose® surround-circuitry speakers. The re:fueLSm by Aloft shop offers 24-hour grab-and-go savory and healthy foods like sandwiches, salads and fresh fruit along with sweet bites. Aloft

Dulles North also offers meeting space via its tactic boardroom and an adjacent conference center operated by PMHS.

The splash indoor pool and re:charge fitness center are available to guests 24-hours a day. re:charge provides a full cardio collection: stationary bikes, treadmills, stair-climbers, and elliptical machines from Life Fitness®. A stretching zone and free weights also are available.

Aloft is committed to the environment and launched a see greensm program, which promotes ecologically friendly practices, products and services. For example, natural materials like cork and sustainable wood veneers are integrated into the hotel's design. In guest rooms, in-shower product dispensers produce less landfill waste. All interior spaces in the aloft are smoke-free. On the outside, the hotel features a walk-out courtyard and preferred parking for hybrid cars.

"We are thrilled to introduce Aloft to Dulles and Loudoun County, a vibrant, growing community that will welcome this hip new lodging alternative," said Greg Miller, President and CEO of PMHS. "Energetic and stylish, Aloft offers a compelling combination of creativity, culture, and fun."

The Aloft Dulles North is located at 22390 Flagstaff Plaza, Ashburn, Virginia, 20148. For more information on aloft, please visit www.aloftdulles.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 900 properties in more than 100 countries and 155,000 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 The Buccini/Pollin Group (Buccini/Pollin)

Buccini/Pollin is a privately held, full-service real estate acquisition, development and management company with offices in Wilmington, DE, Washington DC, suburban Philadelphia, Baltimore, and New York City. Buccini/Pollin has developed and acquired office, hotel, multifamily, townhouse, industrial, retail, and parking properties in the Mid-Atlantic and Northeastern regions of the United States. Buccini/Pollin has acquired or developed over \$3 billion in assets, including six million SF of office, industrial, and retail space in 64 buildings, 3,200 hotel rooms in 17 hotels, six major residential communities, and 1,200 covered parking spaces. Buccini/Pollin is the largest privately held office landlord in the Philadelphia region.

About PM Hospitality Strategies, Inc. (PMHS)

PMHS is the hotel management affiliate of the Buccini/Pollin Group. Based in Washington, DC, the company manages all of BPG's hotel assets, providing development, technical consulting, on-site management, and accounting expertise. Concentrated in the Mid-Atlantic, PMHS manages full-service and select-service hotels in the Hilton, Starwood, Marriott, and Choice families of brands. Since the opening of its first hotel in 1996, PMHS has participated in the development and acquisition/renovation of dozens of hotels with a market capitalization of \$1 billion. PMHS is currently pursuing international growth, having recently opened an office in Beijing, PRC. PMHS is a Starwood Preferred Management Company for Westin, Sheraton, Four Points by Sheraton, Aloft, and Element brands.

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