

aloft Brings a New Twist in Travel to Mount Laurel

Mount Laurel aloft Scheduled to Break Ground in 2007

WHITE PLAINS, N.Y.--([BUSINESS WIRE](#))--aloha! Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and its much-anticipated new lifestyle brand, **aloft** hotels, announced today it has signed a deal with Grande Properties, LLC to develop an **aloft** hotel in Mount Laurel, NJ.

The 150-room **aloft Mount Laurel** is located just off the New Jersey Turnpike, at the crossroads between the New York, Philadelphia and Washington, DC travel corridors. The hotel will be **aloft's** first property in New Jersey, and will be in close proximity to the Philadelphia Convention Center, the Philadelphia International Airport and some of the top corporations in the state of New Jersey. The hotel is also just one hour from Newark International Airport.

"**aloft** is infused with the DNA of W to create a new destination sensation, conceived in response to a mega-mundane marketplace," said Ross Klein, President, Starwood Luxury Brand Group and **aloft** hotels. "**aloft** brings style and atmosphere to a segment of the industry that has been anything but fashionable, offering guests a fun way to play and stay."

John Moser, COO of Delco Development, the parent company of Grande Properties, LLC, states, "We are excited about bringing this new concept of **aloft** hotels to suburban South Jersey. The passion and excitement created by Starwood with the W product was overwhelming and we anticipate an even greater reaction with the **aloft** brand."

As a Vision of W Hotels, the **aloft** brand is shaking up the lodging industry with urban-influenced design, accessible technology, style and a social atmosphere. **aloft** offers a total sensory experience, with guest lofts featuring loft-like nine-foot ceilings and oversized windows to create a bright, airy environment. The centerpiece of the loft room is the ultra-comfortable signature bed, and large stylish bathrooms complement the guest experience with oversized walk-in showers and amenities created by bliss spa®. Each guest loft is also a combination high-tech office and entertainment center, featuring wireless internet access and **plug & play**, a one-stop connectivity solution for multiple electronic gadgetry such as PDAs, cell phones, mp3 players and laptops - all linked to a large flat panel HDTV ready television for optimal sound and viewing.

Designed in conjunction with world renowned David Rockwell and the Rockwell group, **aloft** stays true to W's heritage, offering atmospheric public spaces designed to draw guests from their rooms to socialize and make friends. Guests can read the paper, work on their laptops via hotel-wide wireless internet access, play a game of pool or grab a drink with friends at the **re:mix** communal lobby area and bar **w xyz**. The **re:charge** fitness center and **splash**, the indoor or outdoor pool, give travelers options to de-stress and re-energize; while **re:fuel by aloft**, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

The first **aloft** hotels are targeted to open in first quarter, 2008, with locations expected to be anytown/anywhere... For more information on aloft, please visit www.aloft-hotels.com.

About aloft

Infused with the DNA of W Hotels, **aloft** is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude. Starwood anticipates the first **aloft** hotels to open in early 2008, with 500 properties worldwide expected by 2012.

About Starwood Hotels & Resorts, Worldwide

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 850 properties in more than 95 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®, Sheraton®, Westin®, Four Points® by Sheraton, W®, Le Méridien and the recently announced *aloft*SM. Starwood Hotels also own 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 Grande Properties

Grande Properties, LLC is a subsidiary of Delco Development. The [Delco Development Company](#) is a family owned and operated [development company](#) that was founded over 35 years ago. The firm's philosophy is to provide quality service backed by pride, integrity and a strong work ethic. From this simple beginning, the [Delco Development Company](#) grew and prospered, expanding to a firm that today employs over 200 people and encompasses three divisions.

(Note: This press release contains forward-looking statements within the meaning of federal securities regulations. Forward-looking statements are not guarantees of future performance or events and involve risks and uncertainties and other factors that may cause actual results or events to differ materially from those anticipated at the time the forward-looking statements are made. These risks and uncertainties are presented in detail in our filings with the Securities and Exchange Commission. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that our expectations will be attained or that results and events will not materially differ. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.)

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