

## St. Regis Comes To Tibet

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St. Regis to Raise Its Flag in Tibet on the 'Roof of the World' in 2010

Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced an agreement with Lhasa Yungao International Hotel Company, Ltd to manage the St. Regis Resort, Lhasa, located in the Tibet Autonomous Region, a province in southwest China. When it opens in January 2010, the 169-room new-build St. Regis luxury resort will be the first internationally branded luxury hotel to open in Lhasa in more than a decade.

An exotic and highly appealing destination for travelers, Tibet is often referred to as the 'Roof of the World' due to its impressive elevations of 16,000 feet. The region's stunning mountainous terrain includes Mt. Everest, the world's most famous mountain peak, located on the Tibet and Nepal border.

'The exotic topography of Lhasa, combined with the unparalleled bespoke service of the St. Regis brand, will make this resort an extremely attractive choice for the world's most discerning travelers,' said Ross Klein, President of Starwood's Luxury Brand Group. 'The St. Regis, Lhasa will undoubtedly be heralded as one of the most extraordinary luxury resorts not only in Asia, but in the entire world.'

Due to the completion of the much-anticipated Qinghai-Tibet Railway, Tibet is currently experiencing a surge in international interest, spurring dramatic growth in tourism. Tourist arrivals to Lhasa have grown at a rate of over 15 percent since the railway was completed and Tibet expects to host more than three million domestic and international tourists this year, a 28 percent increase over last year.

St. Regis Resort, Lhasa will be located on the eastern side of the city of Lhasa, in the famous Barkhor area, where the majority of Tibetans reside. Lhasa, the capital city of Tibet, is the political, economic, cultural, and transportation center of the province. The breathtaking Potala Palace, which can be viewed from the hotel's guest rooms and lobby, is just ten minutes away by car. Other tourist, retail and entertainment districts are also located in close proximity to the hotel.

The resort's facilities will include 169 rooms, including a presidential suite and 50 villa-style suites, 9,000 square feet of meeting space, three restaurants, a health club and spa, an indoor heated pool and a business center. St. Regis Resort, Lhasa will be designed by the award-winning design firm, Denniston International Architects and Planners, led by principal Jean-Michel Gathy.

Following in the tradition of the legendary St. Regis New York, The St. Regis Resort, Lhasa will feature the famed hallmarks of St. Regis hotels - butler service and luxury accommodations for worldly travelers. The renowned St. Regis Butler Service offers unparalleled round-the-clock personal attention to every guest. Trained in the English tradition, the butlers provide ever-present yet unobtrusive service while anticipating guest needs and customizing each guest's stay according to his or her specific tastes and preferences.

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