

Second ELEMENT Hotel coming to the Washington Metropolitan Area

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Today, Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT), announced an agreement with an affiliate of The Buccini/Pollin Group, to open the second ELEMENT hotel in the Washington Metropolitan Area at the Dulles Parkway Center in Dulles, VA in February of 2010.

Inspired by Westin Hotels & Resorts, ELEMENT Dulles - North will offer an awakened extended stay experience that weaves together modern amenities, unique social venues and natural touches. ELEMENT's intuitive design incorporates eco-friendly materials wherever possible which include carpets made from 100% recycled content, walls covered with art mounted on a base made from recycled tires and low VOC paints that will improve indoor air quality for guests and staff. It's easy to see why ELEMENT Dulles - North will become a natural place for guests to thrive.

The ELEMENT brand's unique, smart design philosophy is evident from the moment guests arrive. After passing through a signature portal that provides a literal bridge to the ELEMENT interior haven, guests will be greeted with streams of natural light from a multi-storied window wall. The vitality of the lobby will be matched by the energy of the hotel's outdoor fire pit and barbecue, where a regular nightly gathering will give guests an opportunity to interact, while sipping a glass of wine or draft microbrew beer.

'ELEMENT Dulles - North will provide an innovative look at the extended stay market,' said Brian McGuinness, Vice President of ELEMENT & ALOFT Hotels. 'Whether our guests are here for business or pleasure, we hope to provide them with endless opportunities to thrive while experiencing everything that the vibrant Dulles commercial corridor and the Washington Metropolitan Area have to offer.'

The smart design and clever use of space in the hotel's 123 guest rooms will be aimed at encouraging guest productivity while also facilitating relaxation. ELEMENT Dulles - North's open, modular flow will blend together each part of the guestroom to create a residential feel. Guests will be able to customize their rooms to match their habits through multi-purpose, modular furniture, swiveling flat-screen televisions, large desks with open shelving and custom-designed closets. In addition, each room offers a complete kitchen that features modern, energy-star rated appliances and all the tools and utensils to prepare a gourmet meal. Guests will also rest soundly in the renowned Westin Heavenly Bed(R), and recharge each morning in a sleek, contemporary bathrooms with oversized spa showers.

Only minutes away from Dulles International Airport, Dulles, Virginia is the home of major corporate campuses for Verizon, AOL, Orbital and the Howard Hughes Institute. The area also boasts the National Air and Space Museum's Udvar Hazy Center, a number of championship golf courses, and is a quick drive to Washington DC, one of the most popular tourist destinations in the United States. Our nation's capital is home to some of the world's most famous landmarks and offers countless museums, performing arts venues and world-class culinary and shopping experiences.

'We are very excited about bringing ELEMENT to Dulles Airport, its surrounding businesses and the Washington Metropolitan Area,' said Dave Pollin, President of The Buccini/Pollin Group. 'With ELEMENT Dulles - North we hope to create an ideal living space that makes thriving intuitive for our guests.'

A signature breakfast offering, fully equipped fitness center and uninterrupted indoor/outdoor public spaces will deliver a multi-functional, natural environment that provides guests with the space to work, relax or socialize. Intuitive staff will provide guests the personalized attention they need and the space they desire to live a complete and balanced life while at the hotel.

ELEMENT Dulles - North will also feature over 800 square feet of meeting space, an integrated technology center and library, as well as café seating, a workspace and a flexible lobby lounge space. For breakfast, guests will be able to choose among several options, including its signature hot breakfast sandwich, fresh fruit and cereal bar.

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