

St. Regis Makes Landmark Entry into Africa with St. Regis, Cairo

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Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced the introduction of its renowned St. Regis brand to Africa, with plans to debut a new property in 2011 in the heart of downtown Cairo.

The St. Regis, Cairo will include 299 lavishly furnished rooms and 103 serviced apartments as part of a luxurious, mixed-use development overlooking the Nile River. Owned by Qatari Diar Real Estate Investment Company, the St. Regis, Cairo will represent the ultimate expression of contemporary luxury in Egypt's thriving capital city.

'The passionate city of Cairo engages visitors with its energy, enthusiasm and excitement, creating a richly textured cosmopolitan setting perfect for our global St. Regis guests,' said Ross Klein, President of Starwood's Luxury Brands Group. 'Cairo is the perfect choice for the debut of the St. Regis brand into Africa, enticing sophisticated, worldly travelers to explore this stylish and sizzling destination. From Cairo to Costa Rica, Bali to Bora Bora, St. Regis is committed to designing custom-tailored guest experiences in the best addresses around the world.'

St. Regis, Cairo will be located in the heart of Egypt's modern metropolis on the north end of Corniche Road, adjacent to the World Trade Center Cairo and the Misr Bank Tower. Providing sweeping views of the Nile River, the new hotel will be an important component of a high-rise hospitality and residential complex designed by noted American architect, Michael Graves. The St. Regis, Cairo will occupy approximately 115,000 square feet of the luxury development, a complex that will include two majestic towers and a retail atrium. Hotel guests will be close to a variety of shops, restaurants and universities, and not far from the pyramids and sphinx at Giza, the historic treasures of Old Cairo, and Khan al-Khalili - Egypt's most famous bazaar.

Anticipating the needs of the city's quickly expanding business district, the St. Regis, Cairo will offer more than 8,000 square feet of meeting and conference space, as well as a business center, shops and parking area. Hotel guests and residents will enjoy full access to the hotel's outstanding amenities including four restaurants and a lounge, an outdoor pool, luxury spa and fitness center.

'The plan to open St. Regis, Cairo is another sign of Starwood's commitment to develop all its brands in this fabulous destination,' said Roeland Vos, President of Starwood Hotels & Resorts in Europe, Africa and Middle East. 'We are delighted to be working with Qatari Diar on this new project and we hope this development is just the beginning of a growing, long-term partnership.'

Following in the tradition of the legendary St. Regis Hotel, New York Hotel, St. Regis, Cairo will feature the famed hallmarks of St. Regis hotels including the St. Regis Butler Service, bespoke guest experiences, and luxury accommodations tailored to global travelers. The iconic 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.

'Qatari Diar has undergone a thorough operator screening process to match its unrivaled expectations of quality and service, and we are committed to working with Starwood to develop the St. Regis, Cairo as the benchmark of a luxury destination in the region,' said Nasser A-Ansari, CEO of Qatari Diar. 'This is a very exciting development for all those who appreciate luxury living. The St. Regis, Cairo underscores our strategy and relentless pursuit to redefine the luxury lifestyle.'

'As a full-service, ultra-premium hotel, the St. Regis, Cairo will be well positioned to provide first class hospitality and amenities in this rapidly developing commercial hub and serve as a unique feature complementing the luxurious offerings of our mixed-use development. We look forward to a profitable and durable relationship with Starwood for this and all future developments,' added A-Ansari.

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