

ELEMENT Hotel Coming To Lone Tree, Colorado

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Today, Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT), announced an agreement with Denver Hospitality, LP to open an ELEMENT hotel in Lone Tree, adjacent to the Park Meadows Shopping Center, in August of 2009.

Inspired by Westin Hotels & Resorts, ELEMENT Denver Park Meadows will offer a new extended stay experience that combines smart design, eco-friendly touches and modern amenities. After experiencing the ELEMENT brand's signature biophilic design, which maximizes natural light and sightlines to the outdoors to achieve green design in harmony with the environment, guests will truly be able to wake up and thrive while connecting to their surroundings.

Awaken to Smart Design

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 Denver Park Meadows will provide the most refreshing option for extended stay travel in the area,' said Brian McGuinness, Vice President of ELEMENT & ALOFT brands. 'This hotel's unique design creates a perfect setting for our guests to truly thrive while away from home for longer periods of time.'

The smart design and clever use of space in the hotel's 123 guest rooms will be aimed at encouraging guest productivity while facilitating relaxation. ELEMENT Denver Park Meadow'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 sleek, contemporary bathrooms with oversized spa showers.

A Vital Travel Hub

Lone Tree is a neighbor to the Park Meadows Shopping Center, Colorado's only retail resort. Composed of 1.6 million sq ft of retail space, Park Meadows combines the best of the great outdoors with 160 of the finest and most popular retailers and restaurants in America. If you want to take a break from shopping and eating, you can visit one of the area's 22 parks or take advantage of the 70 plus miles of trails. Just a quick drive away from the vibrant city of Denver, Lone Tree is a perfect atmosphere for travelers to wake up and thrive in.

'We are so excited about bringing the ELEMENT brand to Lone Tree,' said Billy Brown, President, Condor Hospitality, LLC. 'Visitors to ELEMENT Denver Park Meadows will not only appreciate the easy access to downtown Denver and the city's most popular attractions, but also the unique richness that makes Highlands Ranch a natural place to thrive.'

Space to Live Your Life

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 Highlands Ranch will also feature approximately 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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