

W Hotels Makes Entry into North Africa with W Marrakech

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W Marrakech Will Offer Exclusivity, Escape and Indulgence at the Core of Morocco's Most Charismatic City

Hot in pursuit of the world's most intriguing destinations, Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) announced the introduction of its W brand to North Africa with plans to debut a new hotel and residence property in Marrakech, Morocco. Owned by Dilam Hotel Development S.A.S., W Marrakech and The Residences at W Marrakech will include a 150-room hotel and 68 whole-ownership villa residences as part of a luxurious, mixed-use development. The newly constructed property is scheduled to open in mid 2010 in a prime location at the heart of the city's emerging luxury hotel district.

"W continues to extend beyond the boundaries of everyday travel, offering a magical mix of sophisticated destinations and sublime design," said Ross Klein, President of Starwood's Luxury Brands Group. "W Marrakech will offer exclusivity, escape, and indulgence for travelers in the bustling landscape of one of Africa's most dynamic cities. From Marrakech to Milan, Barcelona to Beijing, Hoboken to Hong Kong, W is going global as the influential and innovative lifestyle authority."

A stimulating mix of sights, sounds, and historical treasures await visitors to the mystical city of Marrakech. The destination is home to the largest traditional market in Morocco as well as the busiest square in all of Africa, teeming with musicians, dancers, story-tellers, acrobats and food vendors. W Marrakech is just minutes from the Medina, the city's historical center where guests and resident owners can sample regional cuisine, shop for traditional crafts and explore countless museums, palaces and gardens.

W Marrakech will be a core element of the Al Maaden Resort development and will overlook an 18-hole championship golf course. The hotel's 150 rooms will include 14 W Suites, three WOW Suites, and an Extreme WOW Suite, all decorated in the W signature style including the W bed, a luxurious ensemble featuring a feather-top mattress, 350 thread-count Egyptian cotton sheets and goose-down comforter.

The vibrant hotel will feature all of W's signature comforts, including its Living Room experience where guests can socialize while sipping cocktails, two exclusive restaurants, a destination bar as well as a unique poolside bar. W Marrakech will also offer travelers approximately 1,000 square meters of meeting space, indoor and outdoor pools, fitness center, luxury spa and gift shop. Villa residents will enjoy access to services and amenities available to hotel guests.

'Marking the entry of the W brand in North Africa, W Marrakech will provide a unique alternative for our customers, inviting them to discover one of the most charismatic destinations in the world,' said Roeland Vos, President of Starwood Hotels and Resorts, Europe, Africa & Middle East. 'I would like to thank Dilam Hotel Development S.A.S. for the trust they have shown in Starwood and the W brand.'

'Dilam Hotel Development S.A.S. is very excited to bring the W brand to Morocco for a project that is sure to add a new level of excitement, ambiance and design to compliment the vibrancy and character of Marrakech,' said Michael Barry, Principal of Dilim Hotel Development S.A.S.

About W Hotels Worldwide

W Hotels is a global lifestyle brand with 21 properties in the most vibrant cities around the world. Inspiring and indulging its guests with thoughtful, refreshing and stylish experiences, signature restaurants, bars and destination spas, W has become the fastest growing luxury hotel brand in the world. Each hotel offers a unique mix of innovative design, comfort, and cultural influences from fashion and design to music and art and everything in between. The W brand's first residential property, W Dallas-Victory, opened in June of 2006, and soon thereafter was named a Forbes Magazine 'Top Business Hotel.' In the United States, W Hotels have been announced in Austin, Downtown Atlanta, Midtown Atlanta, Buckhead, Fort Lauderdale, Hoboken, Hollywood, Huntington Beach, Minneapolis, Downtown New York, Philadelphia, Scottsdale, South Beach, and Washington, D.C. In Europe, W Hotels have been announced in Athens, Barcelona, Istanbul, Milan and St. Petersburg. In Asia, W has announced properties in Bangkok, Guangzhou, Hong Kong, Macao-Studio City, Shanghai and Yokohama. In Latin America, W has announced a hotel in Santiago and in the Middle East, W has announced properties in Amman, Doha, Dubai-Festival City and Dubai-The Palm. W's first Retreat & Spa, W Maldives, opened in September of 2006. In 2007, W Maldives received the prestigious Travel + Leisure Design Award for Best Resort. W has plans to open Retreat & Spa hotels in Bali, Koh Samui, Vieques and Verbier, the latter of which will serve as the W brand's first ski retreat.

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