

The Luxury Collection Announces Landmark Entry into the United Arab Emirates with the Opening of a Luxury Collection Hotel in Ras Al Khaimah

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Saraya Islands to be the Destination of The Luxury Collection Resort to Offer an Exceptional Indigenous Experience in Ras Al Khaimah

Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) announces the entry of The Luxury Collection(R) in Ras Al Khaimah, the fourth largest emirate in the United Arab Emirates. Under a long-term agreement with Saraya Islands, PJSC., the hotel will be operated under the Luxury Collection brand within the Saraya Islands, a distinguished mixed-use destination in the heart of Ras Al Khaimah between the Hajjar Mountains and the Arabian Gulf. The Luxury Collection Resort is expected to open in 2011.

'We define The Luxury Collection by our guests and the experiences and services they demand and expect. Nothing less than an exceptional level of service, perfect location and indigenous personal offerings will do,' said Ross Klein, President of Starwood's Luxury Brands Group. 'The magical destination of Ras Al Khaimah on the edge of the Arabian Gulf creates the perfect setting for the debut of The Luxury Collection in the United Arab Emirates.'

The hotel's 300 lavishly decorated guestrooms will include 40 suites, all with breathtaking views and the latest modern conveniences. It will serve a variety of international culinary options at its six food and beverages outlets, including two specialty restaurants, and offer approximately 43,000 square feet of indoor meeting space. The Luxury Collection Resort will provide guests with an exceptional level of service, a majestic ambience and exquisite oceanfront dining options. Guests can take a refreshing swim in the pool, play an invigorating game of tennis, indulge themselves with a soothing spa treatment or simply enjoy the sun along the hotel's beautifully landscaped property, which includes a private stretch of pristine beachfront.

Saraya Islands, the luxurious mixed-use destination, is conveniently located fifteen minutes from Ras Al Khaimah's international airport. The Luxury Collection Resort will occupy a prime spot in Saraya Islands. Within this destination, guests will have access to upscale shops, restaurants, entertainment outlets, indoor and outdoor sports facilities, a water amusement park and three miles of sandy beaches.

'It is only right and in sync with our strategy to partner with the best in the tourism field for Saraya Islands. Partnering with The Luxury Collection brand is our contribution to the hospitality sector in Ras Al Khaimah, which has witnessed substantial development in the past couple of years, and this hotel will add a further dimension of excellence,' said Mahdhar Al-Tamimi, General Manager of Saraya Islands.

'We are very proud to be chosen by Saraya Islands for the management of this fantastic property and I am looking forward to expand our relationship in the near future,' said Roeland Vos, President of Starwood Hotels & Resorts in Europe, Africa and Middle East. 'We are fully committed to providing exceptional service and memorable experiences to our customers and I am sure this Luxury Collection Resort will offer our global travelers the opportunity for an unforgettable, luxurious stay in United Arab Emirates.'

The Luxury Collection Hotel concierge will bring guests enriching, indigenous experiences that showcase the beauty, culture and gastronomic richness of the area. The new property joins more than 69 hotels under The Luxury Collection brand around the world, including Hotel Maria Cristina and Hotel Marques de Riscal Hotel in Spain, Hotel Danieli in Venice, Hotel Imperial in Vienna, Hotel Grand Bretagne in Athens, and The Phoenician in Arizona. Each is unique, providing the discerning global traveller with an experience that is authentic to the destination.

Saraya Islands will comprise six premium five-star hotels and resorts, a top-notch marina, palatial villas, villas of various types and sizes, lagoon view townhouses, waterfront terraced apartments, exotic bungalows, high quality retail, restaurants and entertainment outlets, a pedestrian boulevard, indoor and outdoor sports facilities, pedestrian-friendly bridges, bicycle roads, and an amusement water park, in addition to five kilometres of sandy beaches, all set within a unique architectural design.

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