

Four Points by Sheraton Plans to Open Six New Hotels in Asia Pacific This Year

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Five new hotels in China and its first in Malaysia and Vietnam

Four Points by Sheraton, the fast-growing select service hotel brand operated by Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) is accelerating its expansion in Asia Pacific. Four Points by Sheraton expects to open six new hotels in Asia Pacific this year, including four in China, in addition to its first hotel in Malaysia - Four Points by Sheraton Kuching, and its first in Vietnam - Four Points by Sheraton Halong Bay.

'Four Points by Sheraton is in the midst of a truly impressive, global growth spurt due to its popularity among customers and investors alike,' said Miguel Ko, President, Starwood Hotels & Resorts, Asia Pacific. 'The strong demand for moderately priced lodging coupled with the increase in domestic travel in many Asian markets is helping to propel the brand's growth to a level that is expected to rival that of Starwood's luxury and upper upscale brands.'

Four Points by Sheraton was introduced to Asia Pacific in 2000 with the opening of hotels in Sydney, Geelong, Shenzhen and Chung Ho. The brand's Asia Pacific portfolio has since grown to 21 hotels, eight already open for business and 14 under development in Mainland China, Malaysia, Taiwan, Cambodia and Vietnam.

Starwood's select service brands - which include the recently revitalized Four Points by Sheraton brand and Starwood's two newest entries in the category, aloft and element - are fueling the company's pipeline growth in markets across the globe.

'Four Points by Sheraton has emerged as a major growth brand for Starwood,' said Frits Van Paasschen, President & CEO of Starwood Hotels & Resorts Worldwide, Inc. 'The uncomplicated positioning is unique and assures the Simple Pleasures programming is right on target for Four Points. It also complements the aloft brand's bold platform, driving solid brand differentiation for Starwood in the select serve market.'

'The heightened demand for Four Points by Sheraton throughout Asia Pacific has played a key role in driving the brand's phenomenal international expansion,' said Sandy Swider, Vice President, Four Points by Sheraton. 'The atmosphere at Four Points by Sheraton helps guests both work and relax and our Simple Pleasures make them feel special.'

With a flair for fun and an eye for clean, appealing design, Four Points by Sheraton covers all the basics including a comfortable bed, great shower, state-of-the-art meeting facilities, restaurant service and extras guests love like the brand's signature Best Brews program or Feel Good Treats.

'Four Points by Sheraton is an ideal product for many markets in Asia Pacific because the brand caters to both mid-scale business and leisure travelers, while meeting the demands of meeting and event planners with a comfortable, fun and fuss-free hotel experience that at the same time provides great value,' added Ko.

The brand's new hotels opening in Asia Pacific this year include:

1. Four Points by Sheraton Changshu- opened March 2008
2. Four Points by Sheraton Hangzhou, Binjiang- opened January 2008
3. Four Points by Sheraton Beijing, Haidian- scheduled to open July 2008
4. Four Points by Sheraton Guangzhou, Dongpu- scheduled to open September 2008
5. Four Points by Sheraton Kuching, Malaysia - scheduled to open in the third quarter of 2008
6. Four Points by Sheraton Halong Bay, Vietnam - - scheduled to open in the third quarter of 2008

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