



Starwood Hotels & Resorts Names Jeff Cava Executive Vice President and Chief Human Resources Officer
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Ex-Wendy's Executive to Lead Human Resources

Frits van Paasschen, President and Chief Executive Officer for Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) announced today the appointment of Jeff Cava as Executive Vice President and Chief Human Resources Officer. In his new role, Cava will be leading Starwood's world class group of global Human Resources professionals. Cava brings to Starwood over 12 years of experience in the hospitality industry having served as Vice President of Global Staffing, Training and Development for ITT Sheraton Corporation and in various corporate and field based Human Resources management positions with Promus Corporation. Reporting to van Paasschen, Cava will also be a member of Starwood's Senior Leadership Team.

Most recently, Cava served as Executive Vice President, Human Resources and Administration for Wendy's International, Inc., and Executive Vice President of The New Bakery Company at Wendy's. Prior to his role at Wendy's, Cava was Vice President and Chief Human Resources Officer for Nike, Inc. and Vice President, Human Resources for The Walt Disney Company Consumer Products Group.

Cava earned both his Bachelor of Arts degree in Psychology and Masters of Science degree in Industrial and Organizational Psychology from San Diego State. He will be based in Starwood's company headquarters in White Plains, NY.

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