

## Starwood Hotels & Resorts Names Phil McAveety Chief Brand Officer

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### Ex-Nike Executive to Lead Brands and Marketing Worldwide

Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) announced the appointment of Phil McAveety as Chief Brand Officer for the global hotel giant. In his new role, McAveety, 41, will serve as a member of Starwood's Senior Leadership Team and will report to Frits van Paasschen, Starwood's President and Chief Executive Officer. McAveety will be responsible for all aspects of marketing and brand performance worldwide for Starwood and its nine renowned brands including Le Meridien, Westin, Sheraton, W, St. Regis, The Luxury Collection, Four Points by Sheraton, Aloft and Element. He will also oversee the company's loyalty program, Starwood Preferred Guest, Public Relations, Market Research, Creative Services, Interactive Marketing and Partnership Marketing.

McAveety brings to Starwood more than 20 years of experience in brand development, brand communications, marketing and advertising from a number of international brand-led companies and most recently served as Global Brand Director for Camper International in Mallorca, Spain where he developed the company's overall strategic business and brand growth plan. Prior to joining Camper International, McAveety spent nine years with Nike Inc. in several positions, including Vice President of Marketing for Nike Europe, Middle East and Asia (EMEA) where he managed all marketing functions leading a team of more than 400.

Before joining Nike in 1997, McAveety spent eight years with Leo Burnett International in a variety of roles, providing integrated communications services for numerous world-renowned brands, including Procter and Gamble, Coca-Cola, BMW, Four Seasons International Hotels and United Airlines. McAveety has lived and worked in the UK, Hong Kong, Portland, Oregon, Portugal, The Netherlands and Spain.

'I've had the great pleasure to work with Phil in the past and I believe his brand expertise and broad international experience will be invaluable to Starwood as we continue to distinguish ourselves as a leading, global hospitality company with distinctive and compelling brands,' said van Paasschen.

McAveety earned an AMP from Harvard Business School and a BA in Economic History from Exeter University. He will be based in Starwood's company headquarters in White Plains, NY.

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