

## aloft Hotel Breaks Ground in Aventura, Florida

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New concept hotel to open in one of Florida's Premier Golf Communities in 2009

Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) announces a groundbreaking celebration today at 11 a.m. for the new aloft hotel in Aventura, Florida. Developed and owned by Cabi Aventura Hotel, LLP and Aventura Development, aloft Aventura Hotel is scheduled to open in the fall of 2009. The 215-room hotel will offer a variety of intuitive technologies and atmospheric public spaces, including a 5,000 square foot meeting space.

aloft Aventura Hotel will be conveniently located between Miami and Fort Lauderdale in what is known as a golf haven due to its vast selection of premium courses. Just minutes from world-famous South Beach, the community offers balmy weather, beautiful parks and easy access to Miami Seaquarium, Coral Gables, Hollywood Greyhound Track, and the Aventura Mall - a 2.4 million square foot retail center with fine dining, upscale shopping and entertainment. The new-construction hotel will be located at 2777 NE 185th Street, several minutes from both the Miami International Airport and Fort Lauderdale/Hollywood International Airport.

'The dynamism and sophistication of the aloft brand will complement the energy of Aventura, one of Florida's most appealing communities,' said Brian McGuinness, Brand Leader, aloft hotels worldwide. 'Youthful-minded travelers will appreciate the aloft brand's emphasis on creativity, culture and style.'

'Bringing aloft hotels to Aventura fits with the growing community's active and chic lifestyle,' said Misha Mladenovic, VP of Development for Cabi Developers. 'aloft Aventura Hotel will provide a getaway from the area's fast-paced environment, while staying true to the glamour and essence of South Florida.'

As a Vision of W Hotels, aloft hotels are shaking up the lodging industry with urban-influenced design, accessible technology, style and a social atmosphere. aloft hotels offer a total sensory experience, with guest rooms featuring loft-like nine-foot ceilings and oversized windows to create a bright, airy environment. The centerpiece of each aloft room is the plush platform bed, and large stylish bathrooms complement the guest experience with oversized walk-in showers and amenities created by bliss(R) spa. Each aloft room is also a combination high-tech office and entertainment center, featuring wireless internet access and a one-stop connectivity solution for multiple electronic gadgetry such as PDAs, cell phones, mp3 players and laptops - all linked to a large flat panel LCD television for optimal sound and viewing.

Designed in conjunction with world renowned David Rockwell and the Rockwell Group, aloft hotels stay true to the W Hotel brand's heritage, offering atmospheric public spaces designed to draw guests from their rooms to socialize and make friends. Guests can read the paper, work on their laptops via hotel-wide wireless internet access, play a game of pool or grab a drink with friends at the re:mix communal lobby area and bar w xyz. The re:charge fitness center and the indoor or outdoor pool, give travelers options to de-stress and re-energize, while the re:fuel by aloft one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

About aloft

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