

## aloft Opening in Ontario and Quebec

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Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) today announced the upcoming opening of two aloftSM hotels in Canada: aloft Laval and aloft Vaughan Mills, both owned by a joint venture between Silver Hotel Group and Northampton Group Inc. - the same ownership team that will open aloft Montreal Airport later this year.

aloft Laval is scheduled to open in March of 2010 in Laval, Quebec, a dynamic city just outside of Montreal, while aloft Vaughan Mills will open in early 2010 in Vaughan, Ontario, a fast-growing municipality in the greater Toronto area. Designed to meet the needs of today's forward-thinking travelers, both new-build hotels will offer 136 rooms, a variety of intuitive technologies and playful public spaces.

'aloft will introduce a new level of sophistication and urban style aesthetic that will appeal to youthful-minded travelers to these two vibrant Canadian cities,' said Brian McGuinness, Vice President of aloft and element hotels worldwide. 'Alive with the energy of discovery and interaction, aloft creates an environment where guests can bring their lifestyle on the road.'

aloft Laval will be just 20 minutes outside of downtown Montreal and less than 30 minutes from Montreal International Airport. The second largest city in Quebec, Laval is known for its quaint historic neighborhoods lined with eclectic shops, eateries and bars and its wide selection of galleries, theaters and museums including the popular Cosmodome. aloft Laval will also offer convenient access to Montreal's leading attractions including Old Montreal, Casino de Montreal and the Montreal Museum of Contemporary Art.

Less than 30 minutes from downtown Toronto, aloft Vaughan Mills will be situated adjacent to Vaughan Mills, an upscale shopping center with brand-name stores, theme restaurants and a NASCAR speed park. The hotel will be a ten-minute drive from Pearson International Airport and Paramount Canada's Wonderland.

'We are delighted to work with Starwood Hotels & Resorts to introduce aloft to Laval and Vaughan and are confident the brand's bold sense of style will be well received in both of these rapidly growing cities,' said Vinnie Patel, Chief Executive Officer, Northampton Group of Hotels. 'Customized to meet the needs of today's forward-thinking travelers, aloft will appeal to business travelers and leisure guests with its stylish accommodations and leading-edge technologies.'

'Starwood's newest lifestyle brand aloft, will complement the energy of both the Montreal and Toronto metropolitan areas with its urban sensibility and emphasis on creativity, culture and style,' said Deepak Ruparell, President, Silver Hotel Group.

As a Vision of W Hotels, aloft is shaking up the lodging industry with urban-influenced design, accessible technology, style and a social atmosphere. aloft offers 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 ultra-comfortable 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 plug & play, 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 stays 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:mixSM communal lobby area and bar w xyzSM. The re:chargeSM fitness center and splash, the indoor or outdoor pool, give travelers options to de-stress and re-energize, while re:fuel by aloftSM, a one-stop food and beverage area, offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day.

The first aloft hotels are targeted to open in 2008.

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