

## Le Meridien Continues Expansion in Asia Pacific Announcing the Signing of Two New Hotels

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Le Méridien Taipei Marks Entry Of Le Méridien Into Taiwan And Le Méridien Xiamen Joins The Brand's Growing Portfolio In China - Growth Accelerates On the Heels of Three New Le Méridien Hotels in Thailand to Open This Fall

Le Méridien continues its expansion in Asia Pacific, today announcing plans to open two new properties, one in Taipei and one in Xiamen, China. Le Méridien Taipei marks the brand's first hotel in Taiwan and will open in early 2011 in Hsinyi, Taipei's bustling central business district. Le Méridien Xiamen, China will open in 2009 in Xianyue Hill, one of the city's most exclusive neighborhoods. Operated by Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT), both hotels will offer a European flair, and sophisticated, environment designed to appeal to the creative guest.

'We are thrilled to announce what will be two stunning Le Méridien hotels in Taipei and Xiamen, two of Asia Pacific's most exhilarating destinations,' said Miguel Ko, President of Starwood Hotels & Resorts, Asia Pacific. 'A thriving center for international business, Taipei boasts a vibrant arts scene and a rich variety of cultural institutions, while Xiamen is the cultural and academic heart of Fujian Province. Both cities are a great fit with Le Méridien brand, which is committed to providing guests with an interactive and culturally enriching experience.'

'Le Méridien is delighted to invite guests to embark on a voyage of discovery in these two compelling cities in Asia Pacific, where we will provide a curated experience enhanced by an atmosphere of European refinement,' said Eva Ziegler, Global Brand Leader, Le Méridien. 'Popular among progressive, forward-thinking international travelers, Le Méridien shares with its guests a passion for style, art, architecture, design, cuisine and fashion.'

### **Le Méridien in Asia Pacific**

This latest Le Méridien announcement highlights the significant development of the brand in Asia Pacific. Last year, Le Méridien announced plans to further expand its presence in the region with the signing of five new properties in Thailand: Le Méridien Chiang Rai Resort, Le Méridien Chiang Mai Resort, Le Méridien Bangkok (all three to open in 2008), Le Méridien Pattaya Resort and Le Méridien Suvarnabhumi Golf Resort & Spa (to open in 2009). Additionally, the brand signed Le Méridien Shimei Bay, China.

'It's no surprise that tourists and business travelers are flocking to Thailand and China in droves, drawn by these two countries' rich landscapes, exciting metropolises and luxurious resort enclaves,' said Eva Ziegler.

Le Méridien currently operates 26 hotels in Asia Pacific, including Le Méridien She Shan, Le Royal Méridien Shanghai and Le Méridien Cyberport, Hong Kong.

### **Le Méridien Taipei**

Starwood Hotels & Resorts is partnering with My Humble House Hospitality Management Consulting Co., Ltd to introduce Le Méridien brand to the vibrant city of Taipei. Le Méridien Taipei will offer an ideal location in Hsinyi, Taipei's most modern, cosmopolitan district. The hotel will be close to the Taipei Convention Hall, the Taipei World Trade Center, Taipei City Hall and Taipei 101, currently the world's tallest building. Guests will also enjoy easy access to the headquarters of Taiwan's leading conglomerates and various shopping malls and entertainment venues. Le Méridien Taipei will feature 161 rooms, 17,000 square feet of meeting space, three restaurants and a lounge, a health club and an indoor pool.

A popular destination for both business and leisure travelers, Taiwan has experienced a brisk economic growth over the past few years. Starwood currently operates three hotels in Taiwan under the Sheraton, Westin and Four Points by Sheraton brands, with three Sheraton hotels under construction in Yilan, Hsinchu and Penghu and a Four Points by Sheraton underway in Penghu. The signing of Le Méridien Taipei will further consolidate Starwood's position as one of the largest upscale international hotel companies in Taiwan.

### **Le Méridien Xiamen, China**

Le Méridien Xiamen will boast an exclusive location on the slope of Xianyue Hill in the Huli district. Owned by Xiamen Fulong Sports Industry Development Co., Ltd., the 345-room hotel will offer convenient access to all major corporate and leisure destinations within Xiamen. A perfect choice for meetings of all sizes, Le Méridien Xiamen will include approximately 24,000 square feet of meeting space. Additional facilities will include three restaurants and lounge, a spa, indoor heated pool and gym. A center for international trade, education, science and tourism, Xiamen is celebrated for its coastal charm and stunning colonial architecture. In addition to its shrines, temples and monuments, the city offers many fascinating sites to explore including the ancient South Putuo Temple, Hulishan Fortress and Gulangyu Island.

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