

## St. Regis Makes Landmark Entry into Malaysia with The St. Regis Kuala Lumpur

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Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced the introduction of its renowned St. Regis brand to Malaysia, with plans to debut a new property in 2014 in the heart of Kuala Lumpur.

The St. Regis Kuala Lumpur will feature 200 lavishly appointed guest rooms and 200 whole-ownership St. Regis branded Residences as well as world-class dining options and spacious meeting facilities. Owned by ONE IFC Sdn Bhd, The St. Regis Kuala Lumpur will offer an unrivaled dimension of luxury, sophistication and bespoke service as part of a premier mixed-used development called ONE IFC in the prestigious Kuala Lumpur Sentral Precinct (KL Sentral).

"We are thrilled with the landmark entry of the St. Regis brand into Malaysia. The sustained demand for luxury accommodations, the legendary bespoke service of the St. Regis brand, and the unrivaled location of this hotel in the KL Sentral area will make The St. Regis Kuala Lumpur an extremely attractive choice for travelers coming to this dynamic capital city," said Mr. Miguel Ko, President for Starwood Hotels & Resorts, Asia Pacific. "The growth of international arrivals has remained strong as a result of efforts by the Tourism Authority of Malaysia to promote Malaysia and Kuala Lumpur as a destination for business, leisure and meetings."

Ideally located at one of the city's best addresses, The St. Regis Kuala Lumpur is within walking distance of the National Museum and Lake Gardens as well as the KL Sentral railway hub and major commercial areas including KLCC and Bukit Bintang. Spanning 72 acres, KL Sentral is the largest commercial development in Kuala Lumpur today and is regarded by many as the city's new Central Business District. The capital and largest city in Malaysia, Kuala Lumpur is one of the best examples of an Asian city that has managed to preserve the best of its cultural heritage while emerging as one of Asia's fastest growing centers for trade, commerce, finance, and information technology.

"We are excited to embark on this collaboration with Starwood in bringing a luxurious brand like St. Regis to Kuala Lumpur. We have engaged an exciting team of internationally reputed experts, whose modern outlook in today's fast-changing environments and technologies share our commitment in turning this iconic project into a reality," said Carmen Chua, Chief Executive Officer of ONE IFC Sdn Bhd. "Our commitment to this development represents our dedication, belief and confidence in the future of Kuala Lumpur. This signing ceremony marks another important chapter in the KL Sentral growth prospect and more importantly, a step forward in KL's transformation into a global city, one that will shape and enhance as well as contribute to the overall growth and success of the country."

Following in the tradition of the legendary St. Regis New York, The St. Regis Kuala Lumpur will feature the famed hallmarks of St. Regis hotels including luxury accommodations, bespoke guest and resident experiences and the iconic St. Regis Butler Service. Trained in the English tradition, the St. Regis butlers provide ever-present, yet unobtrusive service while anticipating guest needs and customizing each guest's stay according to his or her specific tastes and preferences.

The New York-based architecture firm Skidmore, Owings & Merrill LLP (SOM) has been appointed as the main architect for the ONE IFC development. Founded in 1936, SOM is one of the world's leading architecture, urban design, engineering, and interior architecture firms with a portfolio that features some of the most important architectural accomplishments of the 20th century.

One of the world's most intriguing destinations, Kuala Lumpur is a bustling metropolis with everything from gleaming skyscrapers and world-class museums to curbside eateries and traditional night markets. This richly textured cosmopolitan setting is perfect for the latest addition to the St. Regis portfolio. From Kuala Lumpur to Cairo, Beijing to Buenos Aires, Singapore to Shanghai, St. Regis is committed to designing custom-tailored guest experiences in the best addresses around the world.

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