

Element Hotel Slated For Palmdale, California

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Element Palmdale Opens in June of 2010 in Scenic Antelope Valley

Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announces plans to open an Element Hotel in June of 2010 in Palmdale, California, one of the fastest growing communities in the United States. Inspired by Westin Hotels & Resorts, ELEMENT Palmdale will offer a new extended stay experience with inspiring public spaces, modern style and eco-friendly design. Element is Starwood's newest hotel concept and the first hotel brand in the country to mandate all hotels pursue the U.S. Green Building Council's (USGBC) LEED certification, the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. Owned and developed by Condor Hospitality, this new-build hotel will give visitors to Palmdale an opportunity to experience a new kind of hotel where they can stay connected, feel alive and thrive while they are traveling.

Palmdale is located in the northeast region of Los Angeles County, California and due north of Pasadena, the home of the annual Tournament of Roses and Rose Bowl Parade. Palmdale is home to Rancho Vista Golf Course, the Palmdale Playhouse and Art Gallery, the Palmdale Civic Center and the Palmdale Amphitheater.

Awaken to Smart Design

The Element brand's unique design philosophy is evident the moment guests arrive. After passing through a signature portal that provides a literal bridge to the Element interior, guests will be greeted with streams of natural light from a multi-storied window wall. The vitality of the lobby will be matched by the energy of the hotel's outdoor fire pit and barbecue, where a weekly evening reception allows guests to interact and enjoy savory food and a glass of wine or a draft microbrew beer.

'Every aspect of Element Palmdale will be designed to help guests recharge and be at their best while they are traveling,' said Brian McGuinness, Vice President of Element and Aloft Hotels. 'Our guests will be able to experience a whole new perspective on extended stay travel while enjoying the premium family entertainment, championship golf and variety of outdoor recreation offered in scenic Antelope Valley.'

The smart design and clever use of space in the hotel's 123 guest rooms will rejuvenate and energize guests for work or play. Guests will be able to customize their rooms to meet their needs with the multi-purpose, modular furniture, swiveling flat-screen televisions, large desks with open shelving and custom-designed closets. In addition, each room offers a fully equipped kitchen that features modern, ENERGY STAR-rated appliances and all the utensils necessary to prepare a gourmet meal. Guests will rest soundly in the signature Heavenly(R) Bed, and wake up and recharge each morning in a sleek, spa-inspired shower.

A Vital Travel Hub

Element Palmdale will be just five minutes from downtown Palmdale and close to the shops and restaurants in the Antelope Valley Mall. Nearby attractions include Blackbird Airpark Museum, Air Force Flight Test Historical Museum, Mulligan Family Fun Center and Rancho Vista Golf Course. The largest city in Antelope Valley, Palmdale is approximately one hour from Los Angeles, Burbank and Pasadena.

'Element Palmdale will energize the extended stay lodging market in Palmdale and give travelers an exciting new option for their stay in beautiful Antelope Valley,' said Billy L. Brown, President, Condor Hospitality. 'Boasting smart design, natural touches and eco-friendly construction, Element Palmdale will provide travelers with an intuitive, contemporary setting where they can thrive while on the road.'

Space to Live Your Life

A signature breakfast offering, state-of-the-art fitness center and uninterrupted indoor/outdoor public spaces will deliver everything the guests need to work, relax or socialize on their schedule. Intuitive staff will provide guests the personalized attention they need and the space they desire to maintain balance while on the road.

Element Palmdale will also feature 838 square feet of meeting space, an integrated technology center and library, as well as café seating, a workspace and a flexible lobby space.

Great for the Earth, Great for Guests

Element is making history by requiring all its hotels to pursue the U.S. Green Building Council's (USGBC) LEED certification. The brand's green features are cleverly designed to be as aesthetically appealing as they are eco-friendly, so travelers never compromise on style and comfort. Element Hotels are equipped with energy-efficient, stainless steel appliances and lighting, water-efficient faucets and fixtures. Guests can maintain daily routines such as recycling paper and plastic and using green materials, while those driving hybrid cars are rewarded with priority parking. Filtered water in guest rooms and amenity dispensers in the showers reduce plastic bottle waste. In addition, Element Hotels use low VOC (Volatile Organic Compound) paints and carpets with up to 100% recycled content and anti-microbial carpet pads to improve indoor air quality for guests and staff. Even the ubiquitous 'Do Not Disturb' sign will be replaced with an environmentally-friendly magnet.

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