

## Element Hotel Slated For Herndon, Virginia

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Element Herndon opens in the spring of 2010 in the Dulles Technology Corridor

Today, Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT), announced an agreement with Diamond Properties, LLC and Crestline Hotels & Resorts, Inc. to open the third Element Hotel in the Washington Metropolitan Area in Herndon, Virginia in the spring of 2010. Inspired by Westin Hotels & Resorts, Element Herndon 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.

### 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 courtyard and art sculpture, where a weekly evening reception allows guests to interact and enjoy savory food and a glass of wine or a draft microbrew beer.

'Herndon's thriving business community and close proximity to our nation's capital make it the perfect home for the Element brand,' said Brian McGuinness, Vice President, Element & Aloft Hotels. 'Guests at Element Herndon will be able to experience a whole new perspective on extended stay travel, as well as convenient access to the area's premium golf, dining, entertainment and historical sites.'

The smart design and clever use of space in the hotel's 163 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

Herndon, Virginia is part of the Dulles Technology Corridor, which houses the offices of AOL, Volkswagen, Verizon, Network Solutions, Airbus North America and Orbital. The area is also home to the Steven F. Udvar-Hazy Center of the National Air and Space Museum, Mount Vernon, famous battle sites and a number of championship golf courses. Only a quick drive away from the Dulles International Airport and Washington DC, Herndon truly has something for everyone.

'We are so excited to be involved with one of the first Element Hotels,' said Dave Durbin, President & CEO, Crestline Hotels & Resorts.' 'We look forward to working with Diamond Properties on the development of Element Herndon and providing travelers to the area with a natural place to thrive.'

### 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 away from home.

Element Herndon will also feature 700 square feet of meeting space, an integrated technology center and library, as well as café seating, a workspace and a flexible lobby lounge 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 guests never compromise on style and comfort. Element Hotels will be equipped with energy-efficient, stainless steel appliances and lighting, and water-efficient faucets and fixtures. Guests can continue daily routines such as recycling papers and plastics, as well as using green materials, while those driving hybrid cars will be rewarded with priority parking. Filtered water in guest rooms and amenity dispensers in the showers will reduce waste. In addition, Element Hotels will 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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