

Aloft Breaks Ground in Mount Laurel, New Jersey

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Aloft Mount Laurel to open in fall 2009

Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) announces it will break ground on an Aloft hotel in Mount Laurel, New Jersey. City officials, meeting planners and VIP guests are expected to attend the groundbreaking celebration on September 18, a gala event that will include live music by the Hegeman String Band, cocktails and lavish prizes. Owned by Delco Development and developed by Grande Properties, LLC, Aloft Mount Laurel is scheduled to open in the fall of 2009, just minutes outside of Philadelphia. The new-build hotel will offer 154 spacious, loft-like rooms, tech-savvy touches and a hip, social atmosphere.

Aloft Mount Laurel is ideally located in the heart of Mount Laurel on the border of the upscale community of Cherry Hill. The Philadelphia International Airport and historic downtown Philadelphia are both just minutes away. Nearby attractions include the Philadelphia Art Museum, Independence Hall, The Liberty Bell and the Franklin Institute. Families will appreciate the hotel's proximity to Adventure Aquarium and the Philadelphia Zoo. Close to leading sporting and concert venues, the new hotel will offer an indoor pool, fitness facility and 5,400 square feet of meeting space with full catering services.

'With its urban chic and active social scene, Aloft Mount Laurel will complement the energy of this Philadelphia suburb while providing a bold new lodging alternative for forward-thinking travelers,' said Brian McGuinness, Vice President of Aloft and Element hotels worldwide. 'Energetic and stylish, Aloft offers a compelling combination of creativity, culture and fun.'

'We are thrilled to introduce Aloft to Mount Laurel, a vibrant, growing community that will welcome this hip and affordable new lodging alternative,' said John Moser, Senior Vice President, Delco Development. 'Aloft is designed to appeal to a whole new generation of travelers who expect their lodging to reflect their constantly evolving lifestyle.'

Infused with the DNA of W Hotels, Aloft is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude. Guest rooms feature nine-foot ceilings, oversized windows and the ultra-comfortable signature bed, as well as oversized walk-in showers and amenities created by Bliss(R) Spa. Each Aloft room is also a combination high-tech office and entertainment center equipped with wireless internet access and plug & play, a one-stop connectivity solution for multiple electronic gadgetry all linked to a 42' flat-panel, LCD-ready television.

Designed in conjunction with world-renowned David Rockwell and the Rockwell Group, Aloft offers atmospheric public spaces where guests can mix and mingle, read the paper, work on laptops, play a game of pool or grab a drink with friends at the re:mixSM communal lobby area and w xyzSM bar. The re:chargeSM fitness center and splash 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.

Aloft opened its first hotels in 2008 and expects to open 500 properties worldwide in the next five years.

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