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**TEMPE'S HOTTEST HOTEL IS NOW ITS GREENEST
AS ALOFT TEMPE EARNS COVETED LEED CERTIFICATION*****Aloft Tempe Becomes Seventh LEED-Certified Property
for Industry Leader Starwood Hotels & Resorts and the First for the Aloft Brand***

White Plains, NY, June 10, 2010 – Tempe's hottest new hotel is now officially its greenest. Aloft Tempe has been awarded a coveted Leadership in Energy and Environmental Design (LEED) certification by the US Green Building Council (USGBC).

Aloft Tempe becomes the seventh LEED-certified property for Aloft brand parent Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT), which leads the industry in green-building initiatives.

"Environmentally-conscious development has never been more important than in today's business environment. Our mantra has always been to build into the future and with the Aloft brand and LEED certification, we believe we have achieved that goal" said Michael Mahoney, CEO of Triyar Hospitality, the hotel developer.

With over 40 hotels open to date, Aloft is shaking up the hospitality industry as one of the fastest and most successful brand launches in hospitality industry history. Starwood saw the select serve market was ripe for reinvention and innovation and created Aloft for the savvy, design-conscious consumers who grew up with the democratization of design. The Aloft brand offers an urban-influenced, modern, open and vibrant design, high tech amenities and a social guest experience with its dynamic *re:mix* lounge and destination *w xyz* bar – all at an affordable price point.

Aloft Tempe joins a growing list of eco-conscious, LEED-certified buildings in Tempe, including the Downtown Tempe Transit Center, Arizona State University's Memorial Student Union Center and Papago Gateway Center.

"For both guests and our neighbors in Tempe, we know that 'being green' is a priority, and we're very proud that Aloft Tempe achieved the high standards of the US Green Building Council to earn its LEED certification," said Brian McGuinness, Senior Vice President of Specialty Select Brands for Starwood. "It's gratifying for us that guests can have a unique Aloft experience while helping conserve resources."

LEED is a point based system where building projects earn LEED points for satisfying specific green building criteria. By using less energy and sustainable products, LEED-certified buildings reduce greenhouse gas emissions and contribute to a healthier environment for residents, workers and the larger community.

Starwood is an industry leader in green building initiatives. Across its entire portfolio, Starwood is rolling out initiatives that aim to conserve energy and water, reduce waste and enhance indoor environmental quality for guests and associates alike.

Aloft Tempe is owned in a joint venture between Triyar Hospitality, LLC a Los Angeles-based company and Warburg Pincus Real Estate I, L.P. a New York-based private equity fund.

About Triyar Hospitality, LLC

Aloft Tempe marks the second hotel development for Triyar in Arizona -- the first being the W Scottsdale Hotel & Residences which opened in September 2008. Triyar has been actively investing in U.S. real estate for nearly 50 years and has a diversified portfolio of hotels, high-rise commercial and residential real estate, industrial business centers, shopping malls and retail centers and its affiliates also have operating business interests in restaurants, nightclubs, health clubs and aerospace manufacturing. For more information, please visit www.triyar.com.

About Aloft Hotels

With 40 hotels open in the 18 months since Aloft first arrived on the scene and 10 more opening in 2010, Aloft can be found from Abu Dhabi and Baltimore to Dallas and Beijing. For more information, please visit www.aloft-hotels.com.

Aloft Hotels, like all brands within Starwood's portfolio, is proud to offer the Starwood Preferred Guest® program, which offers a breakthrough policy of no blackout dates on Free Night Awards. To learn more, please visit www.spg.com.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,000 properties in almost 100 countries and 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and ElementSM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit www.starwood-hotels.com.

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