

## Aloft Tempe to Open February 5

WHITE PLAINS, NY, January 27, 2009 – The highly anticipated Aloft Tempe will open to the public February 5 in Tempe, Ariz. It is the first newly constructed hotel to open in Tempe in a decade and is the first Arizona property for the new lifestyle hotel brand by Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT). Aloft is a vision of Starwood's luxury boutique brand, W hotels, and is designed to deliver a modern, vibrant design and energetic, technologically advanced guest experience at an affordable price.

"Aloft brings energy to Tempe by offering the opportunity to mix and mingle in a space that is stylish, fun and affordable," said Brian McGuinness, Senior Vice President of Aloft Hotels. "With its urban design aesthetic and loft-like rooms, Aloft Tempe provides a distinct and exhilarating experience targeted to travelers who expect style and buzz wherever they go."

The five-story, 136-room hotel features loft-inspired guest rooms tailored for the on-the-go and in-the-know traveler. Guest rooms feature the latest in modern design elements, including nine-foot ceilings, oversized windows and large stylish bathrooms, creating a spacious retreat. Aloft's ultra-comfortable signature beds are situated facing the window, not the wall, to maximize natural light and city views. Each Aloft room is also a combination of high-tech office and entertainment center equipped with wireless Internet access and a one-stop connectivity solution for multiple electronic gadgetry all linked to a 42" flat-panel, high-definition television.

Intuitive, self-service technology continues throughout Aloft Tempe with a touch & go kiosk in the lobby for self-service check-in, room selection and room mapping services. Kiosks also allow Aloft talent and guests direct access to anything/anytime™ service with a database of local information ranging from area attractions and airline contacts to nightlife and dining.

"The opening of Aloft Tempe brings a new twist in travel to Arizona and we are proud to be part of this great addition to Tempe," said Michael Mahoney, CEO of Triyar Hospitality, developer of the Aloft Tempe. "The hotel is strategically located near Arizona State University, Sky Harbor Airport and corporate businesses, while offering full access to the Tempe Town Lake recreational area. We look forward to welcoming business travelers, groups and leisure guests from across the globe to Aloft Tempe".

Delivering a bold new lodging alternative, Aloft Tempe is abuzz with a hip daytime coffee bar that transitions into a lively bar scene in the evening. Infused with the DNA of W hotels, w xyzSM bar and the re:mixSM communal lobby area provide playful spaces to sip a drink, read the paper or work, while re:fuel by AloftSM offers a convenient grab-and go café menu. re:chargeSM features a 24-hour state-of-the-art fitness center and the backyard and splash provide an outdoor entertainment and poolside lounge experience.

The \$25 million Aloft Tempe is situated on approximately 2.6 acres and encompasses 68,000 square feet proximate to Tempe Town Lake. Triyar Hospitality developed the hotel together with its joint venture partner Warburg Pincus Real Estate I, LP. Triyar is also planning to bring a second Aloft hotel to Arizona in North Scottsdale.

Los Angeles-based Triyar Companies, the parent of Triyar Hospitality, has been developing in Arizona for more than 15 years and has offices in Los Angeles, Scottsdale, New York and Houston. Aloft Tempe marks the second hotel development for Triyar branded by Starwood Hotels & Resorts Worldwide -- the first being the new W Scottsdale Hotel & Residences which opened in September.

