



## Aloft Tempe to Open February 5 Tuesday, January 27, 2009

aloha! The highly anticipated Aloft Tempe will open to the public February 5 in Tempe, Ariz.

**STARWOOD**

Starwood Hotels & Resorts Worldwide

Aloft Tempe 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.

#### **About Triyar Companies**

Triyar Companies, a family owned and operated business, has been actively investing in U.S. real estate for nearly 50 years. For two generations, Triyar has engaged in the development, acquisition, operation and leasing of properties throughout the country. Triyar has a comprehensive and diversified portfolio of hotels, high-rise commercial and residential real estate, industrial business centers, shopping malls, retail centers and single-family development projects. Triyar and its affiliates also have operating business interests in restaurants, nightclubs, health clubs and aerospace manufacturing. For more information, please visit [www.triyar.com](http://www.triyar.com) or call (310) 234-2888.

#### **About Warburg Pincus Real Estate I., L.P.**

Warburg Pincus Real Estate I, L.P. ("WPRE I") is a real estate private equity fund with \$1.2 billion of committed capital focused on investments in North America, Europe and Asia. WPRE I invests in both entity-level and asset-level transactions across multiple property sectors. WPRE I was established in 2006 by Warburg Pincus, the global private equity firm which has invested more than \$31 billion in approximately 600 companies in 30 countries. The firm has offices in Beijing, Frankfurt, Hong Kong, London, Mumbai, New York, San Francisco, Shanghai and Tokyo. For more information, please visit [www.warburgpincus.com](http://www.warburgpincus.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 more than 930 properties in approximately 97 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<sup>SM</sup>, and Element<sup>SM</sup>. 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.starwoodhotels.com](http://www.starwoodhotels.com).

#### **About Tempe**

Tempe, Arizona is a community of 165,000 residents in the center of the Greater Phoenix Metropolitan Area. Home to Arizona State University and the state's highest per capita rate of technology companies, Tempe is an innovative, forward thinking community. Tempe employs 175,000 and draws 4 million tourists annually. Approximately \$2 billion in new development is under way, much of it along the newly launched light rail system. [www.tempe.gov/business](http://www.tempe.gov/business).

