

\$132 Million Upgrade at Sheraton Vistana Resort

Orlando, FL (February, {DAY} 2011) - Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) invites travelers to rediscover the newly renovated Sheraton Vistana Resort in Orlando, Florida.

In 2007, Sheraton Vistana Resort embarked on a four-year, \$132 million refurbishment project in which outdated interiors were exchanged for contemporary furnishings, cutting-edge electronics and modernized kitchens. Recreation centers, pools, restaurants and other common areas have also been expanded and contemporized since the resort opened in 1980.

1,584 of the 1,682 villas at Sheraton Vistana Resort have undergone a complete refurbishment, ensuring each guest receives upgraded accommodations. The remaining 98 villas, or 5.8% of all units, are currently undergoing refurbishment. All villas will be completely refurbished and available for guest enjoyment by August 2011.

Today, Sheraton Vistana Resort spans 135 acres and features one- and two-bedroom villas with fully equipped kitchens or kitchenettes, separate living and dining areas, and free, in-villa Wi-Fi. The resort offers family-friendly amenities, including multiple tennis courts, recreation centers, eateries, a full-service market and seven swimming pools. It is also recognized as a Green Designated Resort under the Florida *Green Lodging* Program, which acknowledges lodging facilities that make a commitment to conserve and protect Florida's natural resources.

The refurbishment project at Sheraton Vistana Resort closely aligns with another enhancement project at Sheraton hotels and resorts worldwide, a three-year, \$6 billion brand overhaul. The new Sheraton features an enhanced guest experience at Sheraton properties around the world, including 300 new lobbies, 70,000 new guestrooms, 100,000 new beds and the brand's unique wired lobby lounge called the "Link@SheratonSM experienced with Microsoft[®]."

With the \$6 billion global refurbishment project now complete, travelers are encouraged to take a new look at Sheraton hotels and resorts as part of the "**Rediscover Sheraton**" campaign.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1025 properties in 100 countries and territories with 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 & Resorts Worldwide 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.