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HOTELS & RESORTS HAWAII

NEWS RELEASE

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TEN YEARS LATER WESTIN HOTELS IS STILL THE BEST IN BED

Westin Hotels & Resorts Announces 5-Month Global Celebration for Heavenly Bed 10th Anniversary including Heavenly White Sales, New Heavenly Product Offerings, Special Promotions and more

HONOLULU, HAWAII – Ten years later, consumers and critics agree – Westin Hotels & Resorts is still the best in bed. Westin Hotels turned the travel industry on its head and sparked a hotel bedding revolution with the 1999 launch of the Heavenly Bed®: an icon that inspired countless imitators ignited the hotel-bed wars and jump-started the hotel retail phenomenon. In the decade since, more than 75 million guests have tucked themselves into Heavenly Beds at Westin hotels around the world including U.S. Presidents, Hollywood royalty and professional athletes and more than 30,000 beds and 100,000 pillows have been sold. The sumptuous, 10-layer Heavenly Bed has grown from cult favorite to well-loved classic, and Westin has expanded Heavenly into a full-lifestyle brand, with similarly luxurious offerings for the bath, the baby, and even the dog. Today, Westin announces a five-month global celebration of this momentous anniversary, and unveils plans for new additions to the growing Westin “Heavenly” family.

2009: THE YEAR OF HEAVENLY

Westin's commitment to wellness and a good night's sleep is as strong today as it was 10 years ago and the brand's five-month Heavenly Celebration will bring a little bit of "heaven" to guests and consumers around the world. Throughout 2009, Westin will introduce several new additions to the Heavenly product line and host Heavenly White Sales and experiential events in high-profile locations worldwide. From Beijing to Boston, every one of Westin's 169 properties and more than 29,000 employees will participate in the celebration with special events, Heavenly promotions and giveaways.

The four Westin properties in Hawai'i – **The Westin Maui Resort & Spa, Westin Kona 'anapali Ocean Resort Villas, Moana Surfrider, A Westin Resort & Spa** and the **Westin Princeville Ocean Resort Villas** will participate in the worldwide Heavenly Celebration with refreshing room packages, Kid's Club bedtime stories, a Heavenly Robe cocktail party, pajama parties and more exciting promotions.

Westin will also recognize the hard-working room attendants who've kept the luxurious 10-layer beds beautiful over the years, and will also offer meeting-planner incentives around the Heavenly theme.

THE BEGINNING

Ten years ago, Westin received a wake-up call from travelers, who said in a survey that the most important service a hotel can offer is a good night's sleep. Westin spent more than \$30 million to create the perfect night's sleep and introduce 52,000 new Heavenly beds in its 39,500 guest rooms, becoming the first hotel brand to take sleep seriously. In fact:

- There are now more than 97,000 Heavenly Beds in over 65,000 Westin guestrooms worldwide.
- Westin jump-started the hotel-retail phenomenon after receiving hundreds of inquiries from guests who wanted to know where they could purchase their own Heavenly Bed.
- The company has sold more than 30,000 Heavenly Beds, 100,000 pillows, 32,000 sheets, and 13,000 shower heads to consumers hoping to bring home the Heavenly experience. Items are sold through a partnership with Nordstrom and online at www.westin.com/store.

- The Heavenly Bed was such a success that every major hotel brand followed suit with the development of signature beds—affecting more than 5 million hotel beds across the globe.

“Westin’s custom Heavenly Bed forever changed the hotel industry’s bed offerings 10 years ago; and we are extremely proud that today the bed and the Heavenly lifestyle brand continue to grow,” commented Nancy London, Vice President, Global Brand Management, for Westin Hotels & Resorts. “Since we launched the bed in 1999, we’ve strengthened our commitment to bringing a little bit of Heaven to our guests through new retail items and innovative programming—a rewarding mission that has earned Westin tremendous trust and loyalty.”

A GROWING BRAND

Following an overwhelming guest response and unmatched media attention, “Heavenly” soon became synonymous with “Westin.” Over the next 10 years, Westin introduced several additions to the Heavenly portfolio, including the Heavenly Crib in 2000, Heavenly Shower in 2001, Heavenly Dog Bed in 2002 and Heavenly Spa brand in 2008.

Of the 169 Westin Hotels & Resorts worldwide, just an exclusive handful of twelve resorts offer a Heavenly Spa by Westin™, including three in Hawai‘i – **The Westin Kō‘anapali Ocean Resort Villas, The Westin Maui Resort & Spa** and the **Moana Surfrider, A Westin Resort & Spa**.

After introducing the bed that changed it all, Westin continued to look for other ways to strengthen its commitment to guests’ wellness, pledging to “help guests feel better when they leave than when they arrived.” Wellness-inspired offerings introduced over the past decade included several more industry firsts: the high-performance WestinWORKOUT program and runWestin (a series of running concierges, maps, and amenities) in 2005; Breathe Westin (a commitment to a smoke-free environment) and signature White Tea scent in 2006, and a SuperFoods menu in 2007. Westin once again made waves last year with the unveiling of The Concept Room at The Westin Chicago River North: a hotel-

room laboratory aimed at minimizing sleep deprivation and jetlag through a series of exclusive, high-tech gadgets.

About Westin Hotels & Resorts

Westin Hotels & Resorts, with 169 hotels and resorts in more than 31 countries and territories, is owned by Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT).

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 960 properties in 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®, 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.starwoodhotels.com.

About Starwood Hotels & Resorts Hawaii

With eleven properties across the diverse Hawaiian Islands of Oahu, Maui, Kauai and the Big Island, Starwood Hotels & Resorts Hawaii offers the best hotel destinations to celebrate romance, reconnect with family, focus on business or launch an adventure. Located on or just footsteps away from the islands' best beaches, Starwood Hotels & Resorts in Hawaii is a collection of iconic and historic hotels and resorts – properties with expansive and breathtaking backdrops, innovative guest programming and luxurious amenities representing internationally renowned hotel brands from Sheraton, Westin, Luxury Collection and St. Regis. For more information about Starwood Hotels & Resorts in Hawaii, please call (866) 716-8140 or visit www.starwoodhawaii.com.

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