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THREE, TWO, ONE: PUMP!

*aloftSM HOTELS and PUMPONE Forge Exclusive Partnership
Launching Portable Personal Trainers for Road Warriors*

WHITE PLAINS, NY – April 28, 2008 – aloha! Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) and its much anticipated new lifestyle brand, **aloft** hotels, today announced an industry-exclusive partnership with PumpOne. The partnership—designed for the tech-savvy aloft hotel guest—is the new *tWist*SM in on-the-road fitness programs.

aloft hotels, Starwood’s eighth hotel lifestyle brand, opens its doors to guests this summer. All **aloft** hotels feature **re:charge**SM —a purpose-built fitness facility with state-of-the-art equipment from Life Fitness®. The 650 square foot space is designed to combine fitness and fun.

PumpOne provides convenient, customizable workout programs for use with image and video-ready handheld devices such as the iPod, iPhone, Blackberry, Treo and others. Created in 2005 by Craig Schlossberg, a pioneering software engineer, and Declan Condron, an exercise physiologist and exclusive New York personal trainer, PumpOne designs personal training programs which make it easy for guests to take their routines with them when they travel on the road.

“Our guests tell us that fitness is a priority and that while traveling, it can be challenging to stay on track” said Robin Korman, Vice President of Marketing for **aloft** hotels. “PumpOne is the ideal fitness partner, with technology at the foundation of their workouts. We are working closely with them to design workouts specifically for aloft guest rooms and **re:charge**, as well as workouts that utilize everyday travel items such as suitcases and water bottles.”



The **aloft** hotels / PumpOne partnership features “a-workout”—PumpOne’s downloadable fitness programs—complimentary to guests; menu items endorsed to promote healthy living from **aloft** hotel’s grab-and-gourmet pantry —re:fuel by **aloft**SM; and exclusive entertainment content for SPG TV, the **aloft** in-room TV channel. In addition to content already available from PumpOne, the fitness company will develop 21 customized workouts, three workouts for each of seven fitness programs from cross training to yoga.

aloft hotel guests can download **aloft**-customized, introductory workouts from each of seven fitness categories to their computers, PDAs, iPods and iPhones. These devices can then be linked to the **aloft** plug and play device which links to the 42” LCD television screen in each guest room. Guests will also be able to purchase full-length customized **aloft** / PumpOne workouts through the **aloft** broadband channel while visiting and through www.aloft-hotels.com.

“Starwood’s **aloft** brand is the perfect partner for on-the-go workouts,” says Craig Schlossberg, President of PumpOne. “We know it is difficult to maintain a fitness regimen on the road. **aloft** hotel’s unique sensibility of offering affordable high design and tech-savvy experiences while traveling matches PumpOne’s mission of providing clear concise personal training guidance in the most portable and affordable format.”

About aloft hotels

In the same way that W hotels broke through the clutter of conformity in the upscale hotel arena, **aloft** – A Vision of W Hotels will raise the bar in the select-service category, delivering urban-inspired, loft-like guestrooms, enhanced technology services, landscaped outdoor spaces for socializing day and night and an energetic lounge scene. Guests can book directly through www.aloft-hotels.com which features the best rate guarantee or through local travel agents. Guests can also book via local travel agents. In addition to taking part in Starwood’s new *tWist*SM in travel hotel experience, all **aloft** guests have the option to participate in and earn points in Starwood’s award-winning, industry leading Starwood Preferred Guest® program. Members at the Preferred level earn two points for every eligible US dollar spent at over 860 participating hotels and resorts worldwide. Rates for **aloft** hotels are market-driven, and on average, prices are \$150/night.

An instant hit in the development community, the first **aloft** hotels are scheduled to open in summer 2008. The **aloft** brand has already announced more than 60 development projects, in more than 10 countries.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 900 properties in more than 100 countries and 155,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels and resorts with the following internationally renowned brands: St. Regis®, The Luxury Collection®, Sheraton®,



Westin®, Four Points® by Sheraton, W®, Le Méridien® and the recently announced AloftSM and ElementSM Hotels. 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 PumpOne

Headquartered in New York, PumpOne, LLC was created by Craig Schlossberg, a pioneering software engineer, and Declan Condrón, an exercise physiologist, to provide convenient, customizable workout programs called PumpOne Trainers to image and video-ready handheld devices. PumpOne is like having an elite personal trainer that fits in your pocket and goes where you go. From TotallyPumped to Pumped(6)Pack, each PumpOne Trainer is a collection of videos, images and audio coaching that make up a progressive 4-6 week exercise program. The Simple instructions show you how to perform exercises properly and effectively for better results. For more information, visit www.PumpOne.com.