

W Hotels Raises Its Sails in an Indonesian Paradise with W Retreat & Spa-Bali

W Bali Marks the Brand's Fourth Retreat & Spa in the World and First Property in Indonesia

31 August 2007 | WHITE PLAINS, N.Y. | Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT), today announced that W Hotels - the world's fastest growing luxury hotel brand - will open its first property in Indonesia in 2009. W Retreat & Spa-Bali will be the brand's fourth retreat in the world, following the award-winning W Retreat & Spa-Maldives, which opened in September 2006, and the impending openings of W Retreat & Spa-Vieques, scheduled to open in late 2008, and W Retreat & Residences-Koh Samui, scheduled to open in 2009.



The newly built W Retreat & Spa-Bali will be located in the Seminyak area on the paradise isle of Bali, featuring 232 rooms, including 80 villas. Developed by PT Dua Cahaya Anugrah, W Retreat & Spa-Bali is situated in the southern seas with a story-book setting of sun-drenched beaches, rustic villages, fertile plains and sculptured rice terraces. The retreat's 152 guest rooms will provide direct ocean views and its 80 villas will reflect designs of a traditional Balinese courtyard featuring a private pool for guests to enjoy a personal refreshing experience.

"Following the success of our first W Retreat & Spa, the award-winning W Maldives, W Retreat & Spa-Bali is a terrific extension of our brand's growth in the Asia Pacific region," said Ross Klein, President, Starwood's Luxury Brands Group. "The rich and deeply spiritual culture of Bali, combined with the cosmopolitan style and energy of Seminyak, provides a perfect setting for the newest edition to our Retreat & Spa product offering. With the announcement of W Retreat & Spa-Bali, the W brand continues to extend beyond the boundaries of everyday travel, offering a magical mix of sexy destinations and sublime design."

"We are thrilled with the signing of W Retreat & Spa-Bali, marking the entry of the W brand into Bali, undeniably one of the top-rated resort destinations in the world," said Miguel Ko, President, Starwood Hotels & Resorts, Asia Pacific. "The W Retreat & Spa - Bali will be a unique alternative to the more traditional Bali resorts. Located on a seven hectare absolute beachfront site in Seminyak, the resort will be within walking distance to Bali's most trendy boutiques, galleries, restaurants and clubs. This addition of this retreat, coupled with The Luxury Collection, Le Meridien and Westin properties will certainly strengthen our presence in Bali," added Ko.

The resort will offer a uniquely W dining experience with two gourmet eateries - W Kitchen and the retreat's Waterfront signature restaurant - a poolside destination bar and the W Living Room. In addition to W The Store, the brand's retail component, a spa, pool and health center, guests will be able to indulge in the W brand's signature Whatever/Whenever concierge service that provides guests with whatever they want, whenever they want it.

Bali is one of the 17,508 islands which make up of the archipelagic Republic of Indonesia. For the first half of the year, foreign arrivals to Indonesia neared the 750,000 mark, hitting 745,949 tourists, a figure well on the way to targeted arrivals of 1.3 - 1.5 million for the year. Comparing the first six months of 2007 with the same period in 2006, Bali's arrivals increased an astounding 35 percent.

"We are thrilled that we will open W Retreat & Spa- Bali, the first W resort in Indonesia, and to start our partnership with Starwood Hotels & Resorts," said Magda Hutagalung, President Director of PT Dua Cahaya Anugrah. Given the energy and style of the island, Bali, known as the most popular island destinations in the world, is certainly the most appropriate fit for the W brand," added Magda.

About W Hotels

Since its debut in 1998, W Hotels has been a favorite of guests and developers alike and today is a global lifestyle brand with 21 properties in the most vibrant cities around the world. Inspiring and indulging its guests with thoughtful, refreshing and stylish experiences, signature restaurants, bars and destination spas, W has become the fastest-growing luxury hotel brand in the world. Each hotel offers a unique mix of innovative design, comfort and cultural influences from fashion to music to art and everything in between. W Retreat & Spa - Bali will be the brand's first property in Indonesia. The W brand's first residential property, W Dallas-Victory, opened in June of 2006, and soon thereafter was named a Forbes Magazine "Top Business Hotel." W Residences, offering the W lifestyle at home, have been announced for Scottsdale (2008), Midtown Atlanta (2008), Fort Lauderdale (2008), Buckhead (2008), Hoboken (2008), Downtown Atlanta (2009), Downtown New York (2009), South Beach (2009), Phoenix (2009), Hollywood (2009), Philadelphia (2009), and Austin (2010). Internationally, W has announced plans for hotels in Istanbul (2008), Doha (2008), San Juan (2008), Hong Kong (2008), St. Petersburg (2008), Athens (2008), Santiago (2008), Milan (2008), Dubai-Festival City (2008), Shanghai (2009), Minneapolis-The Foshay (2008), Barcelona (2009), Macao-Studio City (2009), Guangzhou (2010), and Dubai-The Palm (2010). W's first Retreat & Spa, W Maldives, opened in September of 2006 and in March of 2007, received the prestigious Travel + Leisure Design Award for Best Resort. W has plans to open W Retreat & Spa hotels in Vieques (2008), Koh Samui (2008), and Verbier (2010), the latter of which will serve as the W brand's first ski retreat. For more information, visit www.whothotels.com.

About Starwood Hotels & Resorts

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 890 properties in more than 95 countries and 145,000 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(R), The Luxury Collection(R), Sheraton(R), Westin(R), Four Points(R) by Sheraton, W(R), Le Meridien(R) and the recently announced Aloft(SM) and Element(SM) 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 and www.starwoodpressclub.com



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