



Media Contacts:
Molli Samuels or Michelle Frith
Cooksey Communications
972-580-0662, x22 or x14
molli@cookseypr.com;
michelle@cookseypr.com

FOR IMMEDIATE RELEASE

**SHERATON DALLAS HOTEL PARTNERS WITH BRIDAL SHOWS, INC.
TO GIVE AWAY WEDDING RECEPTION AT DALLAS BRIDAL SHOW**

DALLAS – June 11, 2009 – The Sheraton Dallas Hotel announced today that it will partner with Bridal Shows, Inc. to give away a wedding reception during the Dallas Bridal Show. Valued at over \$6,000, the reception will be given away through a drawing of registered brides attending the show at Dallas Market Hall from July 11-12, 2009.

“We are so excited to work with the Sheraton Dallas Hotel for the upcoming Dallas Bridal Show and look forward to seeing the smile on the face of one lucky bride,” said Naomi Hulme, president and CEO of Bridal Shows, Inc.

The winner of this prize package will receive a wedding reception hosted in the Sheraton Dallas Hotel’s newly designed Chaparral Room, which is part of the property’s \$90 million renovation project that will be completed in 2009. The reception package includes:

- Food and beverage (up to \$6,000, does not include alcohol)
- Tables, chairs and linens for both
- Floral centerpieces
- Wedding cake
- Honeymoon suite with breakfast and limo transfer to the airport

“The newly renovated Chaparral Room is designed with fantastic elements that make it the perfect venue for weddings, anniversaries and other private events,” said David Swift, director of sales and marketing for the Sheraton Dallas Hotel. “We know that this prize will generate enthusiasm among local brides and it also allows us a wonderful forum to help us to reintroduce this iconic space within our hotel to the community. We look forward to working with Bridal Shows, Inc. to reward the lucky bride-to-be.”

-more-

For more information and updates about the wedding reception giveaway, visit the Dallas Bridal Show website at www.bridalshowsinc.com.

About Bridal Shows Inc.

Since 1990, Bridal Shows Inc. has been producing quality bridal shows in Dallas, Fort Worth and Plano that are proven, well-established bridal events known for their consistent growth in vendors and attendance. Featuring over 350 of North Texas' top wedding professionals and with over 10,000 attendees, The Dallas Bridal Show is the third largest bridal event in the United States.

About the Sheraton Dallas Hotel

Located at the heart of Dallas' commercial center, the Sheraton Dallas offers an ideal meeting environment for events of any size. Featuring 1,840 guest rooms and over 230,000 square feet of meeting space, the Sheraton Dallas combines form, function and style to host a video conference for 10 or a gala for 5,000. The hotel's meeting and event amenities include high-speed Internet access, complete audiovisual and production services and technicians, meeting and event staff, convention center staff and a full-time wedding coordinator. Guest amenities include 24-hour room service, express/video check-out options, an indoor and outdoor pool, full-service health club, sauna and complimentary breakfast and afternoon hors d'oeuvres with a wide selection of beverages at the Club Lounge. A variety of dining and entertainment options are also available.

For more information about the Sheraton Dallas, or to make a reservation, visit www.sheraton.com/Dallas. From the U.S. and Canada, reservations for any Sheraton hotel worldwide may be obtained by calling 1-800-325-3535 or logging onto www.starwoodhotels.com/sheraton.

About Starwood Hotels & Resorts Worldwide

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.

###