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**SHERATON DALLAS HOTEL INTRODUCES *DRAFT MEDIA SPORTS LOUNGE*
– DOWNTOWN DALLAS’ NEWEST SPORTS BAR**

*Venue’s attractive menu and international brews among the highlights
of the hotel’s new food and beverage offerings*

DALLAS – August 13, 2009 – The Sheraton Dallas hotel announced today that *Draft Media Sports Lounge*, the latest result of its \$90 million renovation project, is open for business. Sports fans and visitors can run, walk, skate or dribble into *Draft*, where they will encounter a \$3.5 million, 4,000-square foot sports nirvana, located adjacent to the hotel’s main lobby and check-in, which was designed to provide the ultimate entertainment experience.

The introduction of *Draft* – named both for its variety of 12 local and internationally brewed draft beers, as well as the popularity of professional sports leagues’ talent draft events – takes the sports bar and lounge concept to a new level of enjoyment and comfort. Patrons can watch their favorite sporting events, while enjoying a cold draft beer or other beverage from *Draft*’s full-service bar, which is open from 11 a.m. to 1 a.m. Monday through Friday, and 4 p.m. to 1 a.m. Saturday and Sunday. Guests can also munch on a variety of delicious entrées such as tasty barbecue pork shanks, mouth-watering flat bread sandwiches, succulent brisket sliders and even beer-glass desserts. Food service is available from 11 a.m. to 11 p.m. Monday through Friday, and from 4 p.m. to 11 p.m. Saturday and Sunday. *Draft* will be open early on Saturday and Sunday for most big college and NFL games.

In addition to viewing the latest sporting events on one of 21 HDTV flat screens, the largest being 104”, visitors to *Draft* can test their vocal chords in one of two private karaoke salons, relax with a game of pool, enjoy free Wi-Fi access, challenge each other to a Nintendo Wii competition or simply kick back with conversation in one of the venue’s lounge areas.

“We have created an enticing new sports bar menu and experience that will cater to our guests seeking an entertaining dining option, and one that will also attract visitors from the central business district and surrounding areas,” said Ray Hammer, general manager of the Sheraton Dallas. “The presentation and delectability of our new menu items will certainly impress those who have discerning tastes, and those items are well complemented by a choice of local and internationally brewed draft beers. Whether you’re relaxing by yourself or celebrating a big win with friends, *Draft Media Sports Lounge* provides the perfect setting to watch your favorite sporting events or simply enjoy an evening of comfort, dining, entertainment and community.”

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Patrons seeking an alternative dining environment can also satisfy their appetites at *The Kitchen Table*, a new casual dining restaurant offering coffee-rubbed short ribs, breakfast skillet, handmade pies and chicken-fried pot roast. At *Peet's Coffee & Tea*, fresh, hot doughnut holes, bagels, pastries, made-to-order salads and sandwiches, as well as freshly brewed and blended coffee and assorted teas are available. At the hotel's soon-to-be-open dessert bar – *Chill* – frozen yogurt smoothies topped with a variety of fresh, healthy toppings to freshly baked treats, such as “Bark Bar – a made-in-house chocolate bark” will satisfy any sweet craving.

“*The Kitchen Table* and *Peet's Coffee & Tea* recently opened to a very favorable response and *Chill* is expected to open in early September. Collectively, these three new dining options, along with *Draft Media Sports Lounge*, serve as the perfect combination to meet and exceed the dining needs of our guests and visitors,” Hammer added. “Each venue is uniquely designed to better serve our guests, visitors from the nearby arts, convention and business districts, as well as the entire D/FW Metroplex.”

About the Sheraton Dallas Hotel

Located in the heart of the city's bustling financial and arts districts, the 1,840-room Sheraton Dallas hotel combines form, function and style with more than 260,000 square feet of meeting and event space, making it ideal for hosting events of any size – from a video conference for 10 to a gala for 5,000. Event organizers have a variety of space options, including large ballrooms, intimate meeting rooms, or the iconic Chaparral Room, whose 360-degree view of the city provides a perfect backdrop for any private event. Meeting and event amenities include high-speed Internet access, complete audiovisual and production services, helpful technicians, a knowledgeable support staff and a full-time wedding coordinator.

Guests can stay connected to work and loved ones through Link@Sheraton, a unique lobby lounge that provides instant access to information and technology resources. The hotel is also adjacent to the DART rail, allowing convenient access to North Texas' most popular attractions. After a day of business, friends or family, guests can relax in one of the hotel's smoke-free and redesigned guest rooms equipped with the signature Sheraton Sweet Sleeper™ bed, flat panel HDTVs with in-room movies, high speed internet access and iPod docking stations and a sleek bathroom designed to minimize clutter and maximize space. Other hotel amenities include 24-hour room service, express/video check-out options, a roof-top pool and a full-service health club. For guests traveling with their loyal pets, the Sheraton Dallas hotel is also animal friendly, allowing pets up to a maximum weight of 50 lbs. An inexpensive deposit is required.

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