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***FOR IMMEDIATE RELEASE***

**SHERATON DALLAS HOTEL LAUNCHES  
REDESIGNED GUEST ROOMS AS PART OF  
\$90 MILLION RENOVATION**

*New rooms focus on comfort with addition of Sheraton Sweet Sleeper™ beds*

**DALLAS – March 13, 2009** – The Sheraton Dallas Hotel announced today that the first group of redesigned guest rooms, featuring the brand’s signature Sheraton Sweet Sleeper™ bed, are now available to guests in search of a relaxing urban getaway. Renovation of the guest rooms in the north and center towers is part of the hotel’s \$90 million project, of which the hotel component will be complete in June 2009. In addition to the guest rooms, which are also serving as the new design template for Sheraton hotels across the nation, the renovation project includes a comprehensive redesign of the hotel’s public spaces such as the lobby, meeting rooms and convention center.

“Every detail of our newly renovated guest rooms, including the color scheme, artwork, lighting and furniture layout, have been designed to create a sense of comfort and belonging for our guests,” said Ray Hammer, general manager of the Sheraton Dallas Hotel. “The final result truly provides a tranquil environment that, without a doubt, will help to ease the many burdens our guests experience when they travel so they feel right at home.”

The hotel’s redesigned rooms have been created in response to guests’ preferences for flexible room layouts through development of zones. The spotlight is on the resting zone, which features the brand’s signature Sheraton Sweet Sleeper bed. This one-of-a-kind bed features a plush mattress, warm blanket, comfortable duvet, crisp sheets and hypoallergenic pillows. The Sheraton Sweet Sleeper bed helps guests start their day relaxed and refreshed.

Additional zones include a welcome area, a “connection zone” comprised of a modular, mobile desk that accommodates a guest’s need for work, meeting space, entertainment or dining, and a re-energizing bathroom area that is designed to minimize clutter and maximize space. The rooms also include state-of-the-art technology features, such as flat panel HDTV’s and iPod docking stations, as well as energy-saving features such as fluorescent lights, motions sensors and energy reducing appliances.

### **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](http://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](http://www.starwoodhotels.com/sheraton).

### **About Starwood Hotels & Resorts Worldwide, Inc.**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with more than 940 properties in approximately 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<sup>SM</sup>, and Element<sup>SM</sup>. 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](http://www.starwoodhotels.com).

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