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FOR IMMEDIATE RELEASE

RAY HAMMER OF SHERATON DALLAS HOTEL NAMED GENERAL MANAGER OF THE YEAR BY HOTEL ASSOCIATION OF NORTH TEXAS

DALLAS – November 11, 2009 – The Sheraton Dallas Hotel announced today that its General Manager, Ray Hammer was recently named General Manager of the Year in the full service hotel category (500+ rooms) by the Hotel Association of North Texas (formerly the Hotel Association of Greater Dallas). Hammer received the HOSPY award for his involvement with the hotel’s \$90 million renovation project and his role with increasing workplace satisfaction. Hammer was presented the honor at the association’s 3rd annual HOSPY’s & Silver Plume Awards Gala held on October 30, 2009, at the Renaissance Richardson Hotel.

“There are many outstanding individuals and organizations in North Texas that have made significant contributions to our industry and are very deserving of this recognition. That said, I am deeply honored that I was selected by the Hotel Association of North Texas as General Manager of the Year,” said Ray Hammer. “Although this award recognizes my commitment, it also represents the dedication and hard work of my entire team at the Sheraton Dallas Hotel. This HOSPY award definitely serves as an affirmation that we are doing something right, and challenges us to continue raising the bar.”

Over the past year, Hammer has overseen the \$90 million renovation of the 1,840 room Sheraton Dallas Hotel. He has been involved in every aspect of the transformation, including development of new food and beverage venues, selection of furniture and design elements and incorporation of energy-efficient and water-conservation features. Hammer has also focused on efforts to increase employee satisfaction, resulting in the hotel being named by the *Dallas Business Journal* as number one in the publication’s annual “Best Places to Work” ranking.

"The HOSPY Award celebrates those who have helped make the North Texas hotel industry one of the best in the country," said Brooke Dieterlen, executive director of the Hotel Association of North Texas. "It is through their efforts, which are made on a daily basis, that Dallas and North Texas area remain one of the top places to visit or hold meetings."

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In all, 13 HOSPY awards were presented to individuals, hotels, and companies in categories that include Top Hotel of the Year and General Manager of the Year in both full-service and select-service categories, Green Hotel of the Year, Hotel Chef of the Year, Friend of the Industry, Allied Partner of the Year, Supervisor/Manager of the Year, Front-of-the-House Employee of the Year and Heart-of-the-House Employee of the Year. In addition, *Where Magazine* partnered with the Hotel Association to recognize the Hotel Concierge of the Year and the Corporate Concierge of the Year with the Silver Plum Award.

About the Hotel Association of North Texas

The Hotel Association of North Texas (formerly the Hotel Association of Greater Dallas) is one of the largest local hotel associations in the country representing more than 40,000 rooms in the North Texas market. Established in 1926, the association works to promote the interests of the hotel community throughout North Texas.

About the Sheraton Dallas Hotel

Located at the heart of Dallas' financial and arts districts, the Sheraton Dallas has successfully completed the hotel component of its \$90 million renovation project and will conclude renovations to its conference center by the end of 2009. Featuring 1,840 guest rooms and over 260,000 square feet of meeting and event space, the hotel combines form, function and style to host a video conference for 10 or 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.

Patrons can tempt their tastebuds with a variety of new dining options such as The Kitchen Table, a casual dining venue; Peet's Coffee and Tea and Chill, a frozen yogurt shop. Guests may also enjoy food and entertainment at Draft Media Sports Lounge, a 4,000-square-foot sports-themed lounge featuring 21 flat screen TVs, 12 locally and internationally-brewed draft beers, Nintendo Wii games, pool tables and two private karaoke salons. 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 <http://www.sheratondallashotel.com>. From the U.S. and Canada, reservations for any Sheraton hotel worldwide can be made by calling 1-800-325-3535 or visiting <http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3207>.

About Starwood Hotels & Resorts Worldwide

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®, 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.