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FOR IMMEDIATE RELEASE

NEW LEADERSHIP APPOINTED AT SHERATON DALLAS HOTEL

DALLAS – July 8, 2008 – Starwood Hotels & Resorts Worldwide is pleased to announce that a new leadership team has been appointed to drive rebranding and renovation efforts at the Sheraton Dallas Hotel, as well as lead the property’s operational and marketing initiatives. **Ray Hammer** is general manager of the hotel and **David Swift** is director of sales and marketing.

Originally a Sheraton when it opened in 1959, the 1,840-room hotel reflagged to Adam’s Mark and became a Sheraton again in late April 2008. The hotel is undergoing a \$90 million renovation to the guest rooms and public spaces that is estimated for completion in June 2009.

With over 10 years of experience as a general manager and over 20 years of hospitality experience, Hammer joined Sheraton Dallas Hotel after serving with The Westin Park Central and Sheraton Park Central in Dallas, Sheraton North Houston and Schaumburg Embassy Suites. He originally started his career with Starwood as a chef, serving as executive chef for the grand opening of the Halifax Sheraton in Nova Scotia, Canada, and the PGA Sheraton Resort in Palm Beach Gardens, Fla. Hammer holds an associate degree in applied sciences from the Culinary Institute of America and an associate degree in hotel and motel management from the Essex Technical Institute.

Swift joined the Sheraton Dallas Hotel leadership team after serving as director of sales and marketing with some of Starwood’s San Antonio properties for nearly 10 years, including the Westin La Cantera Resort and the Westin Riverwalk. Prior to working with Starwood, Swift served with Marriott Hotels and Resorts at the Marco Island Resort & Golf Club in Marco Island, Fla., and the Austin Marriott at the Capitol. He holds a bachelor’s degree in political science from the College of Wooster in Wooster, Ohio.

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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, including the largest single ballroom in Texas and the historic Chaparral Club, 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 approximately 900 properties in more than 100 countries and 155,000 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 AloftSM, 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.

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