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***FOR IMMEDIATE RELEASE***

## **SHERATON DALLAS HOTEL KICKS OFF \$90 MILLION RENOVATION PROJECT**

***Guest room updates to become template for Sheraton hotels across the nation***

**DALLAS – December 15, 2008** – Located at the heart of Dallas’ commercial center, the Sheraton Dallas Hotel announced today that it has begun construction on the first phase of its \$90 million renovation project which will include a comprehensive new design of its public spaces, guest rooms in the north and center towers and conference center. Led by Leo A. Daly, an internationally renowned architecture, planning, engineering, interior design and project management firm, completion of the four-phased renovation project is estimated for summer 2009.

Sheraton Dallas’ renovation plan is part of a global initiative from Sheraton Hotels & Resorts and Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT), to revitalize the iconic Sheraton brand and differentiate the guest experience at each of its 406 hotels across 71 countries.

“Our entire Sheraton Dallas team is excited to undergo a renovation of this magnitude and we look forward to transforming our hotel into a place where guests can kick back, relax and feel that they truly belong,” said Ray Hammer, general manager of the Sheraton Dallas Hotel. “Most importantly, we are pleased that the renovations will be conducted in a manner that causes the least amount of disruption to our guests so that we may continue to provide the superior, personal touches that are so firmly associated with the Sheraton brand.”

Phase one of the renovations includes changes to the fourth floor fitness center and pool area, registration desk and north end of the lobby. Phase two will cover the south end of the lobby and fourth floor meeting spaces. Phase three will include meeting spaces on the third and upper floors, as well as

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the Chaparral Room. The final phase will encompass the second floor meeting spaces. Renovations to the guest rooms, which will serve as the model template for all Sheraton hotels across the nation, will take place throughout the duration of the project.

Upon completion, the hotel will provide guests with a relaxing environment designed to ease the travel burden and help them feel at home. In particular, the guest rooms have been designed in response to guests' preferences for flexible room design through development of four distinct zones. They include a welcome area, a "connection zone" comprised of a modular, mobile desk that accommodate an individual's need for work, meeting space, entertainment or dining, a rest area featuring the luxurious Sheraton Sweet Sleeper bed, and a re-energizing bathroom area designed to minimize clutter and maximize space.

Guests in search of a community atmosphere where they will feel a sense of belonging, warmth and community will enjoy the social aspect of the new lobby, which has been inspired metaphorically by elements of nature and great public parks from around the world. Game tables and oversized chairs encourage playful interaction while a communal table allows guests to work as a group or independently. The heart of the new lobby features Link @ Sheraton(sm) experienced with Microsoft®, a unique lobby lounge enabling today's travelers – who live a digital lifestyle – to stay connected in today's 24/7 digital world with instant access to information and technology to check email, research local attractions and even print boarding passes using free Wi-Fi and Internet-enabled computer stations. The Link@Sheraton is a unique environment that meets the needs of Sheraton's core guest by enabling them to work, relax and remain connected to family and friends during their travels.

Meeting spaces will also draw from the nature elements used in the lobby design. Custom carpeting with patterns that evoke leaves, flowers and branches along with lighting sconces, glass fixtures and overhead lights bring a piece of the outdoors to the interior design.

The renovations will also allow the Sheraton Dallas hotel to offer guests state-of-art technology in guest rooms and public areas. New flat panel HDTV's will be installed in all guest rooms, suites, parlors and clubs and touch screen electronic monitors will be installed as directional guides in hallways throughout the entire hotel. Updates to the registration desk include an automated check-in kiosk for guests who prefer to bypass a personal check-in experience.

Green initiatives have also been incorporated into the renovations. In addition to using fluorescent lights, motion sensors and energy-saving appliances, the hotel is investing in an

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Energy Management System that will maximize a guest's comfort level while they occupy the room and minimize energy consumption and waste when the guest rooms and meeting spaces are not in use.

### **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 ballroom in Dallas 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](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 Leo A. Daly**

Established in 1915, LEO A DALY is an internationally renowned architecture, planning, engineering, interior design and project management firm. The company's portfolio includes award-winning projects in 65 countries, all 50 states, and the District of Columbia. The firm currently employs more than 1,100 architects, planners, engineers and interior designers in 24 offices worldwide. It consistently ranks in the top ten largest architecture/engineering and interior design firms in the U.S., and is listed in *BD World Architecture's* top 25 global practices. For more information, visit [www.leoadaly.com](http://www.leoadaly.com).

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

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 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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