

**NEWS RELEASE**  
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**Media Contact:**  
Marsha Wienert  
Regional Director of Public Relations  
Starwood Hawaii  
(808) 931-8232  
E-mail: [marsha.wienert@starwoodhotels.com](mailto:marsha.wienert@starwoodhotels.com)

Nicole Fuertes  
Senior Account Executive  
Communications Pacific  
Telephone: (808) 543-3551  
E-mail: [nfuertes@commpac.com](mailto:nfuertes@commpac.com)

## **STARWOOD HOTELS & RESORTS HAWAII TO AID IN JAPAN DISASTER RELIEF**

Starwood Hotels & Resorts Hawaii and its 11 properties across the state are joining in the efforts of Starwood Hotels & Resorts Worldwide, Inc., to raise funds for the people of Japan. Throughout the Islands, Starwood Hawaii associates are contributing funds to UNICEF and the American Red Cross to directly support their relief efforts in Japan. Starwood Hotels & Resorts Hawaii is matching every dollar its associates donate to these charities.

“This is a time for all of us in the visitor industry to support our family in Japan,” said Keith Vieira, senior vice president and director of operations for Starwood in Hawaii and French Polynesia. “The people of Japan have so much love and aloha for Hawaii and our culture, and we are eager to do what we can to assist them in their hour of desperate need.”

Kyo-ya Hotels & Resorts, which owns four Starwood-operated properties on Oahu and one on Maui will match all associate donations to UNICEF and the American Red Cross.

“Kyo-ya has a close connection to those hit by the tragedy in Japan,” said Ernest Nishizaki, executive vice president and chief operating officer of Kyo-ya Hotels & Resorts. “We want to send some aloha to Japan by contributing hand in hand with our associates to the relief effort.”

Hotel guests who are in the Starwood Preferred Guest (SPG) program can also support relief efforts by donating Starpoints to the American Red Cross. Starwood will match all Starpoint donations made through April 30, 2011. Donated Starpoints are not tax deductible. Starpoint donations are equivalent to the following dollar amounts:

- 2,000 Starpoints = \$25 donation
- 4,000 Starpoints = \$50 donation
- 8,000 Starpoints = \$100 donation
- 12,000 Starpoints = \$150 donation
- 16,000 Starpoints = \$200 donation

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More information about Starwood's Japan relief efforts is available at [www.starwoodhotelshawaii.com](http://www.starwoodhotelshawaii.com), on Facebook at [www.facebook.com/StarwoodHawaii](http://www.facebook.com/StarwoodHawaii) or on Twitter at [@StarwoodHawaii](https://twitter.com/StarwoodHawaii).

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#### About Starwood Hotels & Resorts Hawaii

With 11 properties across the diverse Hawaiian Islands of Oahu, Maui, Kauai and the Big Island, Starwood Hotels & Resorts Hawaii offers the best hotel destinations to celebrate romance, reconnect with family, focus on business or launch an adventure. Located on or just footsteps away from the Islands' best beaches, Starwood Hotels & Resorts in Hawaii is a collection of iconic and historic hotels and resorts – properties with expansive and breathtaking backdrops, innovative guest programming and luxurious amenities representing internationally renowned hotel brands from Sheraton, Westin, Luxury Collection and St. Regis. For more information about Starwood Hotels & Resorts in Hawaii, please call (866) 716-8140 or visit [www.starwoodhawaii.com](http://www.starwoodhawaii.com).

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,025 properties in 100 countries and territories with 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 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).