

FOR IMMEDIATE RELEASE

Diana Su
Public Relations Manager
Starwood Hotels & Resorts Waikiki
808-931-8409
diana.su@starwoodhotels.com

STARWOOD HOTELS & RESORTS WAIKIKI TO DONATE OVER 15,000 BOOKS TO HAWAII LITERACY TO SUPPORT LITERACY PROGRAMS IN HAWAII

WAIKIKI, HONOLULU, HAWAII – January 20, 2011 – Starwood Hotels & Resorts Waikiki named local non-profit organization Hawaii Literacy to be the beneficiary of an island-wide Starwood literacy initiative “Being a Literacy Builder.” Over 15,000 books contributed by Starwood employees will be given to Hawaii Literacy at Starwood’s annual National Sales “Reach the Peak” Conference on Friday, January 21 at 9 a.m. in Sheraton Waikiki’s Hawaii Ballroom.

Starwood Hotels & Resorts Worldwide, Inc. President of North America Division Denise Coll will present the donation to Hawaii Literacy’s Executive Director Suzanne Skjold and President of Hawaii Literacy’s Board of Directors R. Scott Simo. Starwood Waikiki’s staff and 600 out-of-state Starwood employees have all contributed several new and used children’s books. “I am just amazed at the response and how we’ve been able to surpass our initial goal of collecting 11,000 books,” said General Manager Kelly Sanders of Sheraton Waikiki. “The amount of support from our local employees and staff visiting from other states has been tremendous.”

Starwood’s “Being a Literacy Builder” contribution will go to help Hawaii Literacy increase the Family Literacy Libraries and Bookmobile book collection, provide free books for low-income children, and support high-quality literacy programs for under-educated children and low-income families. Starwood has also partnered with Barnes & Noble to hold an on-site book fair on Thursday, January 20 at Sheraton Waikiki for guests to purchase books towards the “Being a Literacy Builder” initiative. Barnes & Noble will donate a portion of the book fair’s proceeds and on-line purchases made with a special code designated to Hawaii Literacy. Starwood

Waikiki will also provide a link for its employees nationwide who may interested in continuing to support Hawaii Literacy programs.

Celebrating its 40th anniversary, Hawaii Literacy offers free programs to promote and increase literacy for adults and children in Hawaii, a critical step in breaking cycles of poverty and under-education. Since 1971, Hawaii Literacy has helped thousands of adults in Hawaii's communities get a second chance to learn to read and write for better job opportunities, improve parenting skills, and provide a better quality of living. In 2009, Hawaii Literacy programs served over 2,100 individuals of low-income communities. The organization is supported by volunteers and individual donations. For more information, please visit www.hawaiiliteracy.org.

Kyo-ya Hotels & Resorts, LP owns the Sheraton Waikiki, the Sheraton Princess Kaiulani, The Royal Hawaiian, a Luxury Collection Resort and the Moana Surfrider, A Westin Resort & Spa as well as the Sheraton Maui in Kaanapali, Maui. Kyo-ya Hotels & Resorts, LP is one of Hawaii's largest employers, with nearly 3,000 hotel associates in its workforce. The hotels are a part of the 11-hotel group of Starwood-managed properties in Hawaii.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 992 properties in nearly 100 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.

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