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THE ROYAL HAWAIIAN, A LUXURY COLLECTION RESORT TO FEATURE “*THE TRAVEL TO HAWAII ADS*” EXHIBIT OF PRICELESS ADVERTISEMENTS FROM THE 1930s

HAWAII, HONOLULU, WAIKIKI – Matson Navigation, the company that helped inspire generations of travel to Hawaii by building The Royal Hawaiian, a Luxury Collection Resort, is once again sharing rare treasures from its archives in a new exhibit at the Pink Palace of the Pacific.

“The Travel to Hawaii Ads Exhibit – a beautiful collection of advertisements from 1935 to 1941” opens to the public on Thursday, August 6 in the Coronet Lounge of the Royal Hawaiian, and features a variety of photos from the archives of the Matson Navigation Company. The photos used to make the ads were taken by famous photographers of the time, Anton Bruehl and Edward Steichen. Matson ads appeared in magazines such as Vogue, National Geographic, Sunset, The New Yorker, Holiday, TIME and many more. In 1937, a well-known hula dancer named Pualani Mossman became the Matson poster girl.

This is the sixth exhibit at The Royal Hawaiian for Matson archivist Lynn Blocker Krantz. The other exhibits included Amelia Earhart in Hawaii, Hollywood’s Golden Age in Waikiki, Boat Days, The Waikiki Beach Boys, and The Vintage Menu Exhibit.

“Matson’s travel ads are like a porthole to the past -- seeing what women wore -- cute espadrilles and handbags with a nautical look toting an anchor,” said Krantz. “I loved curating this exhibit and reading the ad copy. ‘The Royal Hawaiian Smile’ and the ‘Matson Poster Girl Pualani Mossman’ say it all – Welcome to Hawaii, Aloha! It’s difficult not to be happy whenever I look at these ads.”

Matson Navigation Company was instrumental in the development of tourism to Hawaii and the South Pacific. A fleet of Matson Lines cruise ships, the most famous being the *S.S. Lurline*, traveled from the mainland to Hawaii from the 1920s to 1960s. Matson built The Royal Hawaiian in 1927 so luxury accommodations were both available afloat and ashore. Matson photographers took thousands of snapshots of the celebrities and world-class travelers who traveled on its ships and vacationed in Waikiki. Matson Navigation Company Archives encompass a vast collection of photographs and artwork from Matson Lines passenger and hotel era, 1920s to 1960s.

For more information, call The Royal Hawaiian at (808) 923-7311.

About The Royal Hawaiian, a Luxury Collection Resort

Opened in 1927 and affectionately called the “Pink Palace of the Pacific,” The Royal Hawaiian, a Luxury Collection Resort is a haven of luxury. Modern yet indigenous, the resort offers unprecedented amenities, unrivaled accommodations and exclusive services – all designed to provide the ultimate global trendsetter with a unique luxury experience. From first class accommodations to world-class dining the 528-room resort is guaranteed to charm. Award-winning Azure Restaurant and Mai Tai Bar, Waikiki’s only beachfront luau Aha Aina, a Royal Hawaiian Luau, and private beach area decorated with pink-hued umbrellas to match the resort’s signature color. In April 2015, the “Pink Palace of the Pacific” welcomes the newly transformed Mailani Tower, embodying the allure of Hawai‘i’s spirit and the essence of indulgent escape.

About The Luxury Collection Hotels & Resorts

The Luxury Collection® is a collection of hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Magnificent decor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience. Originated in 1906 under the CIGA brand as a collection of Europe's most celebrated and iconic properties, today The Luxury Collection brand is a glittering ensemble of more than 90 of the world's finest hotels and resorts in 30 countries in bustling cities and spectacular destinations around the world. The Luxury Collection includes award-winning properties that continuously exceed guest expectations by offering unparalleled service, style and class while celebrating each hotel's distinctive heritage and unique character. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information, please visit www.luxurycollection.com

About Starwood Hotels & Resorts in Waikiki

Starwood Hotels & Resorts in Waikiki, comprised of the Sheraton Waikiki, Sheraton Princess Kaiulani, The Royal Hawaiian, a Luxury Collection Resort, and Moana Surfrider, A Westin Resort & Spa, is owned by Kyo-ya Hotels & Resorts, LP and managed by Starwood Hotels & Resorts Worldwide, Inc. Between the four properties, Starwood Hotels & Resorts in Waikiki offers 4,110 rooms, ranging from comfortable affordability to the ultimate in suite luxury. In addition, the properties offer industry-leading and critically-acclaimed food and beverage offerings and one-of-a-kind resort amenities. Kyo-ya Hotels & Resorts, LP is one of Hawaii’s largest employers, with nearly 3,000 hotel associates in its workforce.

About Kyo-ya Hotels & Resort, LP and Kyo-ya Kaiulani, LLC

As one of Hawaii’s largest employers, with more than 4,500 hotel associates in its workforce, Kyo-ya has a long history in Hawaii dating back to 1961. The company is the steward of six hotel and resort properties in Hawaii and California, including historical treasures: Moana Surfrider, A Westin Resort & Spa; The Royal Hawaiian, A Luxury Collection Resort and The Palace Hotel, A Luxury Collection Hotel in San Francisco; as well as the Sheraton Waikiki, Sheraton Princess Kaiulani and Sheraton Maui Resort & Spa. The company recently completed extensive renovations and upgrades, investing more than \$300 million in its Waikiki properties alone, and plans to continue its investment to ensure Waikiki maintains its reputation as a world-class destination. Kyo-ya is committed to strengthening the communities where it does business by partnering with local nonprofit organizations, community establishments and community leaders who share the same vision and passion for making a difference.

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 Starwoodhawaii.com.

For booking information please call 1-866-716-8140 or visit www.starwoodhawaii.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 nearly 1,200 properties in 100 countries and 181,400 employees at its owned and managed properties. Starwood 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, Aloft®, and Element®. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG®), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit www.starwoodhotels.com.

(Note: This press release contains forward-looking statements within the meaning of federal securities regulations. Forward-looking statements are not guarantees of future performance or events and involve risks and uncertainties and other factors that may cause actual results or events to differ materially from those anticipated at the time the forward-looking statements are made. These risks and uncertainties are presented in detail in our filings with the Securities and Exchange Commission. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that our expectations will be attained or that results and events will not materially differ. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.)

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