



FOUR POINTS BY SHERATON OPENS SECOND HOTEL IN RICHMOND, VIRGINIA

Four Points by Sheraton Richmond Delivers Timeless Style and Comfort near Businesses, Shopping and the City's Historic Downtown

Stamford, Conn. – October XX, 2014 – Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced that its Four Points by Sheraton brand is accelerating portfolio growth with the opening of Four Points by Sheraton Richmond. Owned by SMI Hotel Group, **Four Points by Sheraton Richmond** features 195 spacious guest rooms, over 8,500 square feet of meeting facilities and all the brand's signature amenities and services. The former Sheraton property implemented all the Four Points brand standards prior to opening and will undergo a \$4 million renovation in the next 12 months.

"Four Points by Sheraton Richmond is a welcome addition to the brand's fast-growing portfolio and we expect it will be a hit with business and leisure travelers to this historic city," said Brian McGuinness, Senior Vice President of Specialty Select Brands for Starwood. "At Four Points, guests enjoy an honest value, genuine service and all the amenities they need to stay productive on the road."

Four Points by Sheraton Richmond is located at 9901 Midlothian Turnpike, a short drive from the shops and museums of historic downtown Richmond, several Civil War sites, Belmont Park, Richmond Coliseum, Virginia State Capitol and Richmond International Airport (RIC). The hotel is close to numerous businesses including DuPont and Philip Morris, and convenient to the University of Richmond, Chesterfield Town Centre and a selection of premium golf courses. It joins Four Points by Sheraton Richmond Airport as the brand's second hotel in Richmond.

Four Points by Sheraton Richmond offers all the brand's popular amenities including fast and free WiFi, complimentary bottled water, fresh coffee in the lobby throughout the day, and a selection of craft brews and imported beers at the Four Points bar as part of the signature Best Brews program. As part of the upcoming renovation, the hotel will make upgrades to the lobby, guestrooms, guest bathrooms, hotel bar, restaurant and meeting facilities, and expand its 24-hour gym. Recreational facilities include an indoor/outdoor swimming pool and access to several walking trails with lake views.

"We are proud to raise the Four Points flag in this dynamic section of Richmond and expect the hotel will soon emerge as a leading choice among travelers," said Robert Reed, Regional Vice President of SMI Hotel Group. "The Four Points brand is enjoying phenomenal success worldwide due to its successful positioning and emphasis on style, comfort and affordability."

About Four Points by Sheraton

Experience smart travel. With nearly 200 Four Points hotels in more than 30 countries, travelers can find the timeless style and comfort they're looking for with genuine service and everything that matters most, all around the world. From Santiago to Shanghai and Milan to Milwaukee, Four Points hotels can be found in big urban centers, by the airport, near the beach, and in the suburbs. A recent \$1 billion invested in renovations, conversions, and new-build hotels has made the brand stronger than ever. Four Points by Sheraton, like all brands within Starwood's portfolio, is proud to offer the Starwood Preferred Guest® program, the industry's richest loyalty program. To learn more, visit www.spg.com. Stay connected to Four Points on facebook.com/fourpoints.

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.

About SMI Hotel Group

Founded in 1997, Richmond, VA based SMI Hotel Group is an owner and operator of award-winning upscale, full-service hotels in Virginia and Texas. Privately owned, the company strives to deliver memorable hospitality experiences that exceed the expectations of every guest that stays, meets or eats in their properties.

(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.) The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

-###-