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STARWOOD HOTELS & RESORTS' LEADING-EDGE ALOFT BRAND DEBUTS IN LOUISVILLE

Catering to the Hyper-Connected Global Traveler, Aloft Louisville Downtown Features Loft-Like Design, Accessible Technologies and Live Music

STAMFORD, Conn. – November 5, 2015 – Starwood Hotels & Resorts Worldwide, Inc.[®] (NYSE:HOT) today announced that its tech-forward Aloft brand has entered Kentucky with the opening of Aloft Louisville Downtown. Owned by Poe Companies, REI Development and White Lodging, and managed by White Lodging Services Corporation, Aloft Louisville Downtown is designed for the hyper-connected global traveller with 175 spacious loft-like rooms, tech-forward innovation and a buzzing social atmosphere.

“The vibrant city of Louisville is a great choice for the Aloft brand’s debut in Kentucky,” said Brian McGuinness, Senior Vice President, Specialty Select Brands for Starwood. “Aloft recently topped 100 hotels worldwide and continues its phenomenal growth, propelled by the success of its cutting-edge design, innovative technologies and active social scene.”

Located on the city’s revitalized Whiskey Row, Aloft Louisville Downtown is a short stroll to the Kentucky International Convention Center, the KFC YUM! Center, the Evan Williams Bourbon Experience and the Frazier History Museum. The hotel also provides convenient access to Churchill Downs – home of the Kentucky Derby, Fourth Street Live!, Actors Theatre of Louisville, the Kentucky Center for the Performing Arts, and the art galleries, boutiques and restaurants of the NuLu district.

Hotel facilities include a 24-hour gym, 2,750 square feet of flexible meeting space for both business meetings and social gatherings, re:fuel at Aloft – a one-stop gourmet grab & go food and beverage area— and *Corner Restaurant & Bar*, the hotel’s cocktail bar and eatery featuring more than 60 bourbon selections as well as locally-inspired pairings, such as a jerky and bourbon special. The dog-friendly, open-air patio and indoor space creates an approachable vibe on the historic Whiskey Row with a full bar featuring daily homemade cocktails, draft regional microbrews and wine selections. A new arrival to 1st and Main Street, *Corner* is a standout addition to the downtown Louisville scene.

“We are proud to introduce Starwood’s popular Aloft brand to Louisville and expect this sleek, new hotel will appeal to both business and leisure travelers visiting Derby City,” said General

Manager Mark Batchik. “The opening of Aloft Louisville Downtown also marks another step forward in the redevelopment of the historic Whiskey Row.”

The Aloft brand’s innovative and exclusive initiatives set it apart from the competition. Aloft Hotels recently announced the launch of SPG Keyless—an evolution of Aloft’s Smart Check-in—the hospitality industry’s first mobile, keyless entry system allowing guests to use their smart phone as a key. The technology is rolling out to all Aloft, Element and W Hotels Worldwide by year’s end. This forward-thinking initiative is part of the brand’s innovative DNA. Additionally, every Aloft Hotel around the world offers live, free access to local emerging artists and some of the hottest bands with Live@Aloft Hotel programming.

Aloft remains the fastest growing brand in the history of hospitality with 100 hotels in 16 countries now open and the company’s second largest pipeline. Fueled by accelerating demand in dynamic markets worldwide, Aloft continues to enter new markets including Munich and Stuttgart, Germany as well as expand its portfolio in Greater China to ten hotels by year’s end.

Let’s get social. Follow [@AloftLouisville](#) on Twitter, or head to [Facebook.com/AloftLouisvilleDowntown](#).

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About Aloft Hotels

With 100 hotels open now in 16 countries around the world, Starwood’s Aloft brand delivers a fresh approach to the traditional staid hotel landscape. For the ‘always on’ next generation of traveler, the Aloft brand offers a tech-forward, vibrant experience and a modern style that is different by design. For more information, please visit [www.alofthotels.com](#). Aloft, 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, please visit [www.spg.com](#).

About White Lodging Services Corporation

White Lodging Services Corporation was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company – a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid-to large-scale hotels across the country. Its current portfolio consists of more than 161 hotels in 21 states and encompasses representation of the following leading brands: Preferred Hotel Group, Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, InterContinental Hotel Group and Carlson Rezidor Hotel Group. For more information about White Lodging, please visit [www.whitelodging.com](#).