



## SHERATON HOTELS & RESORTS MAKES ITS DEBUT IN GREECE THIS SPRING WITH THE SHERATON RHODES RESORT

Starwood Hotels & Resorts Marks its Eighth Property in Greece  
Adding to its Portfolio of Award-Winning Luxury Destination Resorts

ATHENS – January 11, 2010 – Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) announces the debut of the Sheraton brand in Greece with the launch of the Sheraton Rhodes Resort this spring. Located on the island of Rhodes, only a few kilometres from the historic town of Rhodes, the recently refurbished 401-room Sheraton Rhodes Resort will offer global travellers, families and honeymooners alike the best of resort amenities. The introduction of the Sheraton brand will extend Starwood's footprint in Greece, where it currently operates seven Luxury Collection hotels and one Westin hotel.

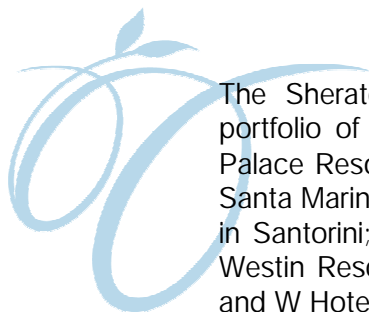
"Rhodes is a spectacular destination for global travellers and we are excited to introduce Sheraton, our most iconic brand, to this important destination," said Roeland Vos, President, Starwood Hotels & Resorts, Europe, Africa and Middle East (EAME). "We are delighted to partner with Touristika Theretra S.A. as we add another magnificent resort to Starwood's portfolio of world-class properties in Greece."

The Sheraton Rhodes Resort's amenities include a range of rooms and suites with mountain, garden or sea views, three dining options including an all-day dining facility and two destination restaurants (one of which is located pool-side), a piano bar, a full-service spa, fitness facilities and a beach. Amongst the 44 suites are two extravagant three-bedroom suites and special family rooms provide guests with outdoor areas and kitchenettes. Other facilities for families include a dedicated children's pool and playground, children's menus, babysitters on request and a games room. The resort also offers numerous sport options such as basketball, volleyball, tennis and water sports, as well as three outdoor pools and an indoor pool.

For business travellers and corporate clients seeking a relaxed environment for meetings, or to add a "wow" factor to their incentives, the Sheraton Rhodes Resort can hold events for up to 1,000 people with more than 2,600 square metres of meeting and event space, including a showcase ballroom, numerous break-out and meeting areas, the latest audio-visual technology as well as full catering and banquet services, wireless internet in meeting rooms, all supported by the Sheraton dedicated meeting planner service. Conveniently located less than nine kilometers from Rhodes international airport, the resort is also within walking distance of the two largest conference centres on the island of Rhodes – key destinations for meetings in the eastern Mediterranean.

Prior to joining the Sheraton portfolio the resort was known as the Imperial Rhodes. It is currently closed for the winter season and will re-open after refurbishment as the Sheraton Rhodes Resort this spring.





The Sheraton Rhodes Resort will join Starwood Hotels & Resorts' impressive portfolio of hotels and resorts in Greece: Hotel Grande Bretagne in Athens; Blue Palace Resort & Spa in Elounda, Crete; Arion Resort & Spa at Astir Palace, Athens; Santa Marina Resort & Villas in Mykonos; Vedema Resort and Mystique, both located in Santorini; The Westin Athens Astir Palace Beach Resort, and the soon-to-open Westin Resort and Luxury Collection Resort at Costa Navarino in the Peloponnese and W Hotel at Astir Palace Beach.

#### About Sheraton Hotels & Resorts

Helping guests make connections at more than 400 hotels in 75 countries around the world, Sheraton Hotels & Resorts is currently implementing a \$6 billion worldwide, multi-year revitalisation programme. This effort includes a \$4 billion investment in North America, with more than \$2 billion in new hotels, \$1.5 billion in renovations and \$400 million in signature brand initiatives around the Sheraton brand. Sheraton is owned by and is the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc, one of the leading hotel and leisure companies in the world with 982 properties in more than 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 Meridien®, 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).

#### About Touristika Theretra S.A.

Touristika Theretra S.A. is a 50:50 partnership between Lampsa Hellenic Hotels S.A. and Plaka S.A., formed specifically for the ownership of the Sheraton Rhodes Resort. Both partners are directly involved in hospitality - the former has a market capitalisation of US\$635 million and its ownership portfolio include the 321-room Hotel Grande Bretagne, a Luxury Collection Hotel, in Athens, Greece and the 302-room Hyatt Regency Hotel, in Belgade, Serbia while the latter is wholly-owned by the Sbokos family of Crete whose assets include the 251-room Blue Palace Resort & Spa, a Luxury Collection resort in Elounda, Crete, Greece. For more information, please visit [www.lampsa.gr](http://www.lampsa.gr) and [www.sbokshotels.gr](http://www.sbokshotels.gr)

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