



EXPERIENCE NEW STYLISH ROOMS IN RHODES

Sheraton Rhodes Resort reopens with new, sophisticated guest rooms

Rhodes, Greece, March 31st, 2011 – Starwood Hotels & Resorts Worldwide, Inc. and Touristika Theretra S.A. announce the renovation of Sheraton Rhodes Resort in Greece. The hotel, located on the unique island of Rhodes, is set to welcome guests as of 1st April after an extensive €15 million renovation project that sees the hotel well placed to maintain its leading edge in the Rhodian hospitality landscape.

The renovation, which started in 2009 and was completed in 2011, incorporated new design schemes in all guest rooms and suites, complete renovation of the hotel's public areas, a brand new outdoor pool which adds to the existing two outdoor pools and one indoor pool, Sheraton Fitness Center and a unique Link@Sheraton lobby with state-of-the-art technology features. Hotels guests can enjoy lunch or dinner at one of the three restaurants, one of which is located pool-side, sports and fitness facilities, such as basketball, volleyball, tennis and water sports, as well as a Blue Flag awarded beach.

The Sheraton Rhodes Resort can also 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 and wireless internet in meeting rooms.

The renovation project of the Sheraton Rhodes Resort included a comprehensive re-design of each guest room, blending modern style with custom furnishings in colours that evoke the colour palette of the sea and the sand. Guests will rest and rejuvenate in the most comfortable bed of the hospitality industry – the “Sheraton Sweet Sleeper” - that boasts a luxurious mattress, a redesigned ensemble of all-white, 300 thread count pillow cases and sheets, and a new duvet. Armoires and workstation furniture complement comfortable chairs. Each of the 401 rooms and suites combine understated elegance and casual sophistication, with a decidedly modern twist. The hotel also has many options for connecting rooms, allowing families and other larger parties to stay together at Sheraton Rhodes Resort.

The extensive enhancement demonstrates the Sheraton Rhodes Resort's desire to remain a leader among Rhodes' hospitality players, offering a superior property that reflects the company's commitment to delivering guests highest standards of quality and comfort.

With an enviable location overlooking a private beach and just a few kilometres from the Old Town, Sheraton Rhodes Resort is an ideal choice for families with children, couples on honeymoon and large conferences on the idyllic island of Rhodes.





Sheraton

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 320-room Hotel Grande Bretagne, a Luxury Collection Hotel, in Athens, Greece and the 302-room Hyatt Regency Hotel, in Belgrade, 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 and www.sbokoshotels.gr

About Sheraton Hotels & Resorts

Sheraton helps guests make connections at more than 400 hotels in 70 countries around the world and recently completed a \$6 billion global revitalization and is now in the midst of a \$5 billion global expansion over the next three years. 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 1025 properties in 100 countries and territories with 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.

Press contact:

Silvia Brighenti
Director of Sales & Marketing
Sheraton Rhodes Resort
Tel. +30 22410 57544
Silvia.brighenti@sheraton.com

