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Starwood to Open First Full-Service Property in Southwest Florida with Debut of the Westin Resort at Tarpon Point Marina

The Westin Resort at Tarpon Point Marina will Inspire Well-Being in Exclusive, Waterfront Setting

STAMFORD, Conn.--(BUSINESS WIRE)-- Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced plans to introduce its Westin brand to Southwest Florida in a prestigious waterfront community in Cape Coral. Starwood will manage The Westin Resort at Tarpon Point Marina, which is scheduled to open in late 2012 and offer 262 oversized rooms and suites, world-class resort facilities, meeting space and several dining outlets. Previously known as The Resort at Marina Village, the property first opened in 2009 and will undergo a major renovation to implement all the signature Westin brand services and amenities.

“We are thrilled to enter the vibrant and increasingly popular Southwest Florida market, and believe the Westin brand’s signature programs and amenities, combined with the stunning views and oversized rooms and suites, make for an ideal vacation destination,” said Allison Reid, Senior Vice President of North America Development, Starwood Hotels & Resorts Worldwide, Inc. “A long-time developer favorite, Westin continues to attract a growing share of conversion opportunities like this one, fueling the brand’s expansion across North America.”

Offering spectacular views of the Gulf of Mexico, the Caloosahatchee River and San Carlos Bay, The Westin Resort at Tarpon Point Marina will feature a full-range of resort amenities including a lagoon-style pool, clay tennis courts, amphitheater and full-service marina with water sports, cruises and fishing. The resort, located between Tampa and Naples, is 14 miles from Southwest Florida International Airport and within close proximity of Sanibel Island, Captiva Island, Fort Myers Beach, the Ding Darling Nature Preserve, and multiple nearby golf courses.

The sensory-rich environment at Westin offers a respite from the rigors of travel and sets a welcoming tone. The Westin brand’s innovative programs and instinctive service will transform every aspect of a guest’s stay into a revitalizing experience. Prior to opening, all guestrooms and suites at The Westin Resort at Tarpon Point Marina will be outfitted with the world-renowned Westin Heavenly® Bed – an oasis of lush sheets, down and a patented pillow-top mattress, which cradles and contours to the body for truly restorative sleep. Guests will revive in the Heavenly® Bath enhanced with the brand’s Heavenly® Shower, Heavenly® Robe and White Tea Aloe bath amenities, in-room and high-

speed Internet access. The resort will also feature the Westin brand's signature SuperFoodsRX[®] menu, which includes nutrient-rich and delicious options to tempt every palate.

Both indoor dining and patio seating will be available at Marker92 Waterfront Bar & Bistro, along with an enticing menu of fresh seafood, steaks, sushi and a large wine selection. The Nauti Mermaid Dockside Bar & Grill will offer a more casual atmosphere for al fresco dining, as well as live music, and the Silver King Market & Deli is the perfect spot to pick up a snack, salad or sandwich to enjoy on the Promenade Patio.

Chris Freeman and Brad Hasselwander of Freeman & Hasselwander Resort Properties, L.L.C., owners of the resort, said, "We are excited to partner with Starwood Hotels & Resorts to bring the highly respected, world-class Westin brand to this beautiful and largely untapped Florida destination. We believe Westin is a perfect fit for this harbor community and that the property will have great appeal with its location, state-of-the-art workout facility, children's club, spa and 16,000 square feet of meeting and function space."

The Westin Resort at Tarpon Point Marina will boast a brand-new Westin Kids Club and a newly renovated WestinWORKOUT[®] fitness studio, where guests will have plenty of choices for cardio, strength and stretching. Shortly after opening, the 4,000-foot spa will be converted to a Westin Heavenly Spa, and the resort's 16,000 square feet of meeting and function space will also be renovated.

For more information on Westin Hotels & Resorts, please visit www.westin.com, [Facebook](#) or follow Westin on [Twitter](#).

About Westin Hotels & Resorts

Westin Hotels & Resorts makes the healthiest choices irresistibly appealing, so guests leave feeling better than when they arrived. With more than 186 hotels and resorts in over 36 countries and territories, Westin is owned by Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT). Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,112 properties in nearly 100 countries and 154,000 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 ElementSM. 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.