

CONTACT:

Nadeen Ayala
Starwood Hotels & Resorts Worldwide, Inc.
(914) 640-8259

**WESTIN HOTELS & RESORTS GOES SMOKE-FREE
Westin Hotels Will Become the First 100% Smoke-Free Hotel Chain in January 2006**

WHITE PLAINS, N.Y.--(BUSINESS WIRE)--Dec. 5, 2005--Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) announced today that its upper upscale brand, Westin Hotels & Resorts, will become the first hotel chain to introduce a brand wide smoke-free policy. Effective January 2006, all 77 Westin hotels in the U.S., Canada and the Caribbean will go 100% smoke-free(a) including all guestrooms and public areas. Westin Hotels & Resorts is dedicated to providing a clean, comfortable and relaxing environment for its guests and the brand's new policy is a result of customer data and a clear demand from guests for a healthy, smoke-free hotel experience.

Introducing a smoke-free policy is a natural evolution for the brand. As an innovative industry leader, Westin Hotels is responsible for the renowned Heavenly Bed(R) and the brand's signature WestinWORKOUT(R) lifestyle guestrooms. The policy also reinforces Westin's new brand positioning around personal renewal by offering guests the services, products and amenities that allow them to relax, rejuvenate and restore during their stay.

In preparation for implementation of the new policy, 2,400 smoking rooms will undergo an extensive cleaning process. This includes replacing all soft goods, deep cleaning and treating all hard surfaces, walls and carpets to eliminate allergens, replacing air filters and deep cleaning all air conditioning units. All Westin hotels and resorts will offer a designated outdoor area for guests who smoke.

"At the heart of all of our decisions is the comfort, well-being and quality of life for our guests," said Sue Brush, senior vice president for Westin Hotels & Resorts. "We view our hotels as a retreat from the rigors of travel. Our goal is to provide a place where guests can relax and restore their mind, body and spirit in a healthy way. At Westin we strive to offer a spectrum of products, services and personal touches that will help our guests walk out of our hotels feeling better than they did when they arrived. Industry research, as well as our own research, confirmed a clear consumer demand for a clean, smoke free hotel environment."

Guest Demand Drives Smoke-Free Policy

Westin consumer data shows that 92% of its guests request a non-smoking room when traveling and do not smoke in any part of the hotel, including public areas. In addition, Westin conducted a Smoke-Free Poll(b) that shows the majority of consumers who travel prefer a smoke-free environment. The poll found that 86% agree that creating a non-smoking environment is an important first step in creating a healthier environment and 80% prefer when restaurants and other indoor public spaces are free of cigarette and

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433 robson street, vancouver, bc v6b 6l9 canada

t 604.602.1999 f 604.647.2502

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cigar smoke. In addition, Westin has eight hotels in its portfolio that have a smoke-free policy in place, which has resulted in overwhelming positive feedback from guests.

"We applaud Westin for taking this visionary step on behalf of their guests," said Dr. Cheryl Healton, president and CEO of the American Legacy Foundation, with whom Westin is working to create the brand's nationwide non-smoking environment. "Westin's patrons and staff will benefit enormously from this effort to improve the quality of life for everyone associated with the Westin brand. Like the airlines, we hope it will one day be possible for all hotels to be smoke-free".

"More and more cities are becoming smoke-free and for an entire hotel chain to take this stand is very cutting edge and far ahead of the curve," said Joseph A. Mcinerney, president and CEO of the American Hotel & Lodging Association. "We congratulate Westin on their latest innovation. This follows the success of many trend-setting Westin initiatives and the industry is sure to take notice."

Westin Hotels & Resorts, with 121 hotels and resorts in 31 countries and territories, is owned by Starwood Hotels & Resorts Worldwide, Inc. Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 850 properties in more than 95 countries and 145,000 employees at its owned and managed properties. Starwood(R) Hotels is a fully integrated owner, operator and franchisor of hotels and resorts with the following internationally renowned brands: St. Regis(R), The Luxury Collection(R), Sheraton(R), Westin(R), Four Points(R) by Sheraton, W(R), Le Meridien(R) and the recently announced Aloft(SM). 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.

** Please contact Starwood's new, toll-free media hotline at (866) 4-STAR-PR (866-478-2777) for photography or additional information.**

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(a) Smoking may be permitted in areas not owned or operated by Westin Hotels & Resorts and in designated outdoor smoking areas.

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(b) The Westin Hotels & Resorts Smoke-Free poll was conducted online by Russell Research from November 9 - 10, 2005 among 1,054 online adults across the United States. Figures for gender, age, and geography were weighted where necessary to match their actual proportions in the population.



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