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**STARWOOD HOTELS & RESORTS NAMES MEDIAVEST USA  
AS NEW MEDIA PLANNING AND BUYING AGENCY**

WHITE PLAINS, NEW YORK – January 19, 2006 – Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT) announced today that MediaVest USA has been selected as the media planning and buying agency for off-line media that will represent Starwood Hotels and its brands including St. Regis®, The Luxury Collection®, Sheraton®, Westin®, W® and Four Points® by Sheraton. The assignment will be handled out of MediaVest’s New York office.

In addition, Starwood has expanded its relationship with Deutsch, which already handles creative duties for the Sheraton and Westin brands, and recently awarded the agency its Sheraton.com business in a review that included several agencies. Avenue A/Razorfish will continue to handle Starwood’s online advertising and media planning.

“Our key objective was to find an agency that would define and communicate Starwood’s brand personalities through strategic, targeted and creative media planning,” said Javier Benito, Starwood’s Executive Vice President and Chief Marketing Officer. “This is a defining time for Starwood as we continue our transformation from being a real estate company that owns hotel brands to a branded lifestyle hotel company with world class brands that emotionally connect with our guests. Mediavest’s vision for our brands combined with their depth of expansive research and consumer knowledge will help us continue with this transition and made them the perfect choice.”

“Starwood Hotels is a renowned leader in the hospitality industry and we’re excited about this new relationship and look forward to putting our strategic and creative use of media to work for them,” said Laura Desmond, CEO, MediaVest.

### **ABOUT STARWOOD HOTELS & RESORTS**

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® Hotels is a fully integrated owner, operator and franchisor of hotels and resorts with the following internationally renowned brands: St. Regis®, The Luxury Collection®, Sheraton®, Westin®, Four Points® by Sheraton, W®, Le Méridien and the recently announced Aloft<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 MEDIAVEST**

MediaVest, a division of the Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Innovation that Works* and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including The Coca-Cola Company, Kraft, Masterfoods, Mattel and P&G. For more information, please visit [www.mediavestww.com](http://www.mediavestww.com).

(Note: This press release contains forward-looking statements within the meaning of federal securities regulations. Forward-looking statements are not guarantees of future performance or events and involve risks and uncertainties and other factors that may cause actual results or events to differ materially from those anticipated at the time the forward-looking statements are made. These risks and uncertainties are presented in detail in our filings with the Securities and Exchange Commission. Although we believe

the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that our expectations will be attained or that results and events will not materially differ. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.)

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