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**INTERNATIONALLY ACCLAIMED CHEF ALAIN DUCASSE TO OPEN NEW
RESTAURANT AT ST. REGIS HOTEL, NEW YORK**

A New Sanctuary of Culinary Escapism to Debut in March 2007

WHITE PLAINS, N.Y. – September 27, 2006 -- St. Regis Hotels & Resorts, the world-renowned purveyor of luxury hotels and resorts, is pleased to announce a partnership with internationally acclaimed chef Alain Ducasse who will open a new signature restaurant at the brand's legendary flagship, the St. Regis Hotel, New York. Opening in March 2007, the soon-to-be named restaurant will also feature an exciting wine bar designed to educate and delight both new and experienced oenophiles alike.

Chef Alain Ducasse is one of the world's most decorated chefs and the only chef in the world to own and operate three signature restaurants each honored with three Michelin stars. Ducasse has developed unparalleled expertise over the past 25 years in the art of good living and eating, evidenced by his receipt the world's most prestigious culinary awards.

“Pairing the talent of Alain Ducasse with the luxury and rich legacy of the St. Regis Hotel, New York will create a distinct and exciting experience,” said Steven J. Heyer, chief executive officer for Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT), the parent of St. Regis Hotels &

Resorts. “Our vision is to create a new style hotel restaurant with a theatrical environment, energy and vitality.”

Masterfully utilizing the freshest seasonal ingredients, the menu will feature an elegant cuisine, rich textures and new flavors complemented by one of the most important wine collections in the world today.

“My ambition for the St. Regis in New York is to create a wine and culinary experience with a resolutely unique approach. The goal will always be to create an unforgettable culinary experience,” stated Chef Alain Ducasse.

Recently named the number one hotel in the world by the readers of Institutional Investor, The St. Regis Hotel, New York is the first New York hotel to win the coveted top spot in the survey’s 25-year history. The opening of the Alain Ducasse restaurant, further underscores the hotel’s reputation for and commitment to creating extraordinary experiences for guests.

David Rockwell and the talented Rockwell Group design team will oversee the dramatic redesign of the space formerly occupied by Lespinasse including customized areas for private dining along with several distinctive private tasting rooms.

“We are delighted to welcome Chef Ducasse to The St. Regis Hotel, New York, offering guests and New Yorkers an unrivaled dining experience. The addition of this unique collaboration is another chapter in the hotel’s storied history, and further establishes The St. Regis Hotel, New York as a destination for the world’s most discerning travelers,” commented Scott Geraghty, general manager of The St. Regis Hotel, New York.

The St. Regis Hotel, New York is revered as one of the finest addresses in the world. The majestic Beaux Arts exterior, elegant public spaces, exquisitely designed guest rooms and suites and unparalleled, bespoke service have preserved its legendary status for more than 100 years. Ideally located in the heart of Manhattan at the corner of Fifth Avenue and 55th Street, The St. Regis Hotel, New York completed an exquisite renovation by noted designers Sills + Huniford, as well as with a new Remede Spa. In September 2006, the hotel unveiled a magnificent suite designed by Bottega Veneta.

St. Regis Hotels & Resorts includes the most celebrated properties in the world. Founded by John Jacob Astor with landmark St. Regis Hotel, New York over a century ago, the company will unveil highly anticipated St. Regis properties in Bora Bora, French Polynesia (2006) Fort Lauderdale (2006), Mexico City (2007), Punta Mita, Mexico (2007), Singapore (2007), Anguilla (2008), Atlanta (2008) Deer Valley, UT (2008), Puerto Rico (2008) and Bal Harbour, FL (2009) that will further enhance the brand's legacy. Personalized service and amenities, enviable locations and luxuriously localized design are recognized worldwide as hallmarks of the St. Regis experience. For more information on St. Regis Hotels & Resorts, please visit www.stregis.com

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 aloftSM. 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.

About Groupe Alain Ducasse - www.alain-ducasse.com

The Groupe Alain Ducasse devotes itself with passion to the culinary pleasures and arts of hospitality in order to answer to the needs of its varied, mobile and international customers. The Group keeps on developing new ideas and ensuring their circulation. This constant search for excellence relies on the particular talents of the men and women of the Group, on the utmost quality of its products and on a complete knowledge of modern technologies. At the head of his Group, Alain Ducasse is at once a chef-creator, and a strict entrepreneur. As creator, he insists on offering a cuisine that is just right; as entrepreneur, he implements a modern economic model, a transfer of his knowledge and a relevant vision of the food service and hospitality industry.

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