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W HOTELS WORLDWIDE SET TO AMPLIFY PRESENCE IN GREATER SEATTLE WITH OPENING OF W BELLEVUE

Slated to Open in 2017, W Bellevue will Bring Dynamic Energy and Cutting-Edge Design to the Bustling City on Lake Washington

NEW YORK – March 24, 2015 – Starwood Hotels & Resorts Worldwide Inc. (NYSE: HOT) today announced an agreement with Kemper Development Company and Affiliates (KDC) to debut the iconic W brand in Bellevue, Washington, as part of the \$1.2 billion expansion of The Bellevue Collection. W Bellevue is slated to open in spring 2017 with a contemporary design inspired by the hotel’s spectacular position near the shores of Lake Washington and Bellevue’s history as a lakeside vacation destination. W Bellevue will join W Seattle as the W brand’s second hotel in the Puget Sound area.

“W Hotels has had a successful presence in Seattle for more than 15 years, and with the opening of W Bellevue, we will once again reinvent the hospitality landscape in this premier Eastside entertainment and shopping destination, offering a bold and modern luxury experience for both guests and locals alike,” said Anthony Ingham, Vice President, W Hotels Worldwide in North America.

Located on Bellevue Way between NE 4th and NE 8th Streets, W Bellevue will be adjacent to The Westin Bellevue Hotel and connected via a sky bridge to the new expansion slated for Bellevue Square. In addition to W Bellevue, the 1.5 million square foot Lincoln Square Expansion will feature 710,000 square feet of premium office space, 180,000 square feet of retail, dining and entertainment space and 231 luxury high-rise, rental residences, all with unequaled views. The hotel is part of The Bellevue Collection, which includes Lincoln Square, Bellevue Square and Bellevue Place.

“W Bellevue is being designed with a unique narrative that represents our Eastside community,” says Kemper Freeman, Chairman and CEO, KDC. “The hotel’s cutting-edge design brings our community’s heritage into modern times with a contemporary interpretation of the joy and wonder that we all feel in a welcoming lakeside summer house. This hotel will truly represent all that we celebrate about our community and will bring an amped up W energy to Bellevue.”

W Bellevue will offer 245 modern guestrooms, including 25 suites and an Extreme Wow Suite® (the W brand’s reinterpretation of the traditional Presidential Suite). Hotel spaces will include more than 11,400 square feet of ultra-modern meeting and event space, FIT state-of-the-art workout facility, and three unique

restaurants and bars, including an all-day dining restaurant and two destination bars on the ground and second floors.

The design and guest experiences of W Bellevue, like all W Hotels around the world, will be driven by insights into the destination's historical, physical and social contexts combined with the W brand's unique DNA. Throughout its spaces, W Bellevue will reinterpret modern luxury with cutting-edge design, signature amenities, and innovative programming around passions for music, fashion and design.

W Bellevue will feature a variety of unique experiences around which both guests and locals can mix and mingle, including the signature Bar, a library stocked with pulp fiction novels, an oversized fireplace reminiscent of traditional lodges (but with a twist) and an outdoor terrace featuring modern porch swings and a pool table. The social feel of summer on the lake will continue to the hotel's guestrooms and suites, ensuring the celebration continues.

"We are delighted to partner with Kemper Development Company and Affiliates to introduce our innovative W brand to Bellevue," said Allison Reid, Senior Vice President of North America Development, Starwood Hotels & Resorts Worldwide, Inc. "On track to increase its portfolio to 60 hotels by 2018, W Hotels delivers a contemporary perspective on luxury that resonates with travelers in both established and emerging markets."

Bringing its passion for future forward design, fashion and music to a new generation of travelers, W Hotels established itself as an innovative luxury lifestyle brand that provides the ultimate in insider access, allowing global jetsetters and local tastemakers to be connected to the pulse of the next big thing. Since its first introduction in 1998, W Hotels has transformed into a global powerhouse with 46 hotels and retreats in the most vibrant cities and exotic destinations around the world.

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About The Bellevue Collection/Kemper Development Company and Associates

Located in the heart of Bellevue, Washington, [The Bellevue Collection](#), owned by Kemper Development Company and Affiliates, includes Bellevue Square, a super-regional upscale shopping center, Bellevue Place, a mixed-use property featuring the Hyatt Regency Bellevue and small boutiques and Lincoln Square, anchored by the Lincoln Square Cinemark theaters, restaurants, home furnishing stores and The Westin Bellevue hotel. With a distinctive collection of 250 of the finest shops, 30 sit-down restaurants, 1,100 luxury hotel rooms and 10,000 free retail parking spaces, all in one location, The Bellevue Collection is a shopping, dining and nightlife and entertainment experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Streets in downtown Bellevue, just across Lake Washington from Seattle. For more information on the Lincoln Square Expansion, visit the [Lincoln Square Expansion](#) site.

About W Hotels Worldwide

W Hotels is a contemporary, design-led lifestyle brand and the industry innovator with 46 hotels and retreats, including 17 W-branded residences, in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access, offering a unique mix of cutting-edge design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand's sensibility through contemporary restaurant concepts, glamorous entertainment experiences, stylish retail concepts, signature spas and inspiring residences. With more than 16 years of proven success, W Hotels is on track to reach 60 hotels by 2017. W Hotels have been announced for Changsha, Shanghai, Amsterdam, Abu Dhabi, Mumbai, Dubai, Jakarta, Panama, Muscat, Chengdu, Suzhou, New Delhi, and Kuala Lumpur, while upcoming W Retreats include Goa, India. For more information, visit www.whotels.com or www.facebook.com/whotels. To live the W Hotels lifestyle 24/7/365, visit www.wresidences.com. Follow @WHotels on Twitter and Instagram.