

## News Release

# Starwood Selects ICE Portal to Manage & Distribute Visual Content

*Starwood Hotels & Resorts will use ICE Portal's Content Management and Distribution system to deliver all its photos, virtual tours and videos globally*

WHITE PLAINS, NY and HOLLYWOOD, FL – November 2, 2009 – Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced its selection of ICE Portal (ICE) to provide a comprehensive content management and distribution solution. All nine Starwood brands, Sheraton, Westin, Four Points by Sheraton, W Hotels, Le Meridian, The Luxury Collection, Aloft, Element and St. Regis will use ICE Portal's technology to easily manage and distribute their visuals (still images, virtual tours and videos) to all four Global Distribution Systems, Pegasus, and 1,000s of travel websites around the globe.

"Making sure the visuals for each Starwood property are kept up to date and distributed to thousands of travel websites and ultimately millions consumers is paramount for us, and ICE Portal provides an easy and cost effective solution," said Jennifer McCarthy, Vice President of Brand Design.

"We're honored that Starwood has selected ICE Portal's comprehensive solution to host, manage and mass distribute visual content. It is our mission to make sure the visual content from each Starwood property is maintained, up-to-date and accurate across thousands of distribution channels around the globe, said Henry Woodman President of ICE Portal.

### **About Starwood Hotels & Resorts Worldwide, Inc**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 960 properties in 97 countries and 145,000 employees at its owned and managed properties. Starwood Hotels 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, and the recently launched Aloft®, and Element<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).

Source: Starwood Hotels & Resorts Worldwide, Inc.

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### **About ICE**

ICE Portal is an industry leader in production, management, and distribution of visual content.

With a global e-marketing network, ICE Portal technology helps travel suppliers, like hotel chains, tourism boards, and cruise lines, manage and distribute their visual content to 1,000s of travel distribution channels. The company either produces or acquires visual media from hotels or other travel suppliers, and then formats, sizes, brands, and delivers this content to travel sites and tour operators. In total, ICE Portal's content can be seen globally on over 30,000 travel-related websites and can be displayed in eight different languages. For more information, please contact visit ICE Portal online at [www.ICEportal.com](http://www.ICEportal.com) or call 1-954-893-6778 in Hollywood, FL USA.

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