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**THE WESTIN PRINCEVILLE OCEAN RESORT VILLAS
AWARDED EXPEDIA INSIDERS' SELECT AWARD**

Kauai Resort Ranked 11th Best in the World

For Immediate Release – July 21st, 2011 – The Westin Princeville Ocean Resort Villas was awarded the prestigious 2011 Insiders' Select Award by Expedia.com®, the world's leading online travel agency. Insiders' Select, a global program that identifies the top hotels available on Expedia based on "quality and value," ranked the Westin Princeville Ocean Resort Villas number 11 out of 500 top hotels and resorts worldwide. It was the highest ranking of any Hawaii hotel.

The ranking is determined by Expedia customer reviews as well as Expedia hotel experts. More than 500,000 guest-submitted reviews of hotels across the globe are verified and analyzed by Expedia to compile the Insiders' Select list. Of the 130,000 hotels and resorts offered on Expedia sites internationally, only 500 hotels with the highest scores are deemed Insiders' Select winners.

The Insiders' Select program debuted in 2007. This year, Expedia made the requirements more rigorous; the company required more reviews per property and higher scores per review to make the list. Hotels that made the 2011 list received an average review score of 4.7 and a 98.2 percent recommendation rate.

"We are honored and privileged to have been selected for this award," said Denise Wardlow, general manager of the Westin Princeville Ocean Resort Villas. "Our guests are like family to us and that is reflected in their reviews. These kinds of awards speak directly to our employees' dedication to providing an excellent experience for our guests, as well as the overall quality, value and beauty of the Westin Princeville Ocean Resort Villas."

About The Westin Princeville Resort

Located on Kauai's lush North Shore, The Westin Princeville Ocean Resort Villas is a vacation ownership resort perched on a cliff above the Pacific surrounded by exotic fauna of the tropics and meandering infinity pools. Offering spectacular views of the Pacific Ocean and the pristine Kauai coastline, the ocean bluff resort features 173 island view one-bedroom villas and 173 island view studio villas which can be joined as a large two-bedroom luxuriously appointed villas. With the comforts of home and the services specific to the Westin brand, the resort caters to family as well as offers a romantic getaway. The resort features Westin's signature Heavenly Beds and Heavenly Bath, award-winning Heavenly Spa; Fitness Center by Westin; Westin Kids Club; dining with world-class island flavors at

the exhilarating Nanea Restaurant and Bar; and a plethora of resort activities, island excursions, and local must do's. Guests enjoy a true outdoor playground with four swimming pools including a children's pool and waterslide. Within walking distance are two signature 18-hole championship golf courses and a shopping center. With its genuine aloha service, the world-class Westin Princeville Ocean Resort Villas prides itself on being the place where rejuvenation happens. Visit www.westinkauai.com for more information.

About Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,051 properties in 100 countries and territories with 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 SM. The company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. 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.

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