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Sheraton San Diego Hotel & Marina Celebrates the First Global Out of Office Day and its Link@Sheraton with a Special Two “Linkins” Weeknight Rate of \$5.01 Per Night

SAN DIEGO, CA (September 15, 2008) –Today, the Sheraton San Diego Hotel & Marina announced it will offer hotel rooms at the cost of two “Linkins”- \$5.01/night (a \$5 bill and a penny, both of which President Lincoln’s face graces) to encourage people to take a working vacation and conduct business by day from its waterfront property. The initiative is being held in celebration of the first-ever Global Out-Of-Office Day (G.O.O.D.), which is being sponsored by Sheraton Hotels and its parent company, Starwood Hotels & Resorts. Thousands around the world will work “out of the office” today to showcase the brand’s new “Link@Sheraton(sm) experienced with Microsoft®,” a unique lobby lounge that creates a sense of community and offers travelers a convenient on-line experience and instant access to information for work, leisure and social networking.

As the world's first Sheraton to introduce the Link@Sheraton to its property, the promotion's name is a nod to the lobby lounge and its assurance that guests are always able to “Link In” when they stay. Through the end of September, the Sheraton San Diego Hotel & Marina will be offering a select number of rooms for the rate of just \$5.01 per night.

“Our location was the first Sheraton property to install a Link at Sheraton area in the center of our lobby,” said General Manager Robert Cartwright. “Now with the launch of the first annual Global-Out-of-Office-Day, what better time than now to showcase this great resource for business and leisure travelers alike, for an unbeatable rate.”



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To kick-off G.O.O.D. nationally, Starwood CEO Frits van Paasschen will officially open Central Park for business at its virtual Link@Sheraton with a “remote ringing” of the New York Stock Exchange opening bell at the park. Sheratons around the globe will celebrate in their own way, including the Sheraton San Diego Hotel & Marina’s “Linkins” promotion.

Designed for today’s professional who is no longer chained to the office and can seamlessly maintain productivity while working remotely, the Link@Sheraton is a unique lounge that creates a sense of community and offers travelers a convenient on-line experience and instant access to information for work, leisure and social networking.

The Sheraton San Diego Hotel & Marina is located at 1380 Harbor Island Drive, San Diego, CA 92101. For more information, please call 1-877-SD-HARBOR and ask for rate plan “LINCOLN”.

Today’s Professionals Connected to Work 24/7 – Even in the Bedroom

To coincide with Global Out of Office Day, Sheraton today announced the findings of a Work-Life study it commissioned to gauge the work habits of today’s professionals.

New technology continues to transform the way we live and work with

85% of U.S. professionals surveyed said that because of new technology, they feel compelled to be connected to work 24/7 and 81% say they work harder than they did five years ago. So just how addicted are we as a society to staying connected? Well, the vast majority of people (84%) say they check their PDA’s just before going to bed and as soon as they wake up, 85% say they sneak a peak at their PDA in the middle of the night, and 80% say they check their e mail before morning coffee. A whopping 87% of professionals bring their PDA into the bedroom, and in what may or may not be a related finding, more than one-third of folks surveyed (35%) say if forced to choose, they’d pick their PDA over their spouse!

The days of being chained to your desk are over, and 85% say that PDA’s and cell phones allow them to spend more time out of the office and 79% believe they can be just as productive outside of the office as opposed to inside the office. Most people

feel that technology gives them more quality time and flexibility with family and friends (84%) and 77% say their PDA helps them enjoy life more.

Helping guests make connections at more than 400 hotels in 75 countries around the world, Sheraton is revitalizing its iconic brand while continuing its aggressive international expansion by adding 54 hotels and 20,000 guestrooms by 2009. Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 900 properties in more than 100 countries and 155,000 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 AloftSM, and ElementSM. 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.

*Study Methodology - This study is based on a survey conducted by STUDYLOGIC LLC via telephone of approximately 1500 American adults who are professionally employed, with individual income of \$50K+, with 2+ business trips per year and use a Blackberry or mobile email device. Respondents were divided into two categories based on gender: 1,053 males and 455 females. They were also divided into five categories based on age: 338 adults ages 18-24, 325 adults ages 25-34, 364 adults ages 35-44, 299 adults ages 45-54, and 208 adults over the age of 55. There was a higher percentage of males than females aged 18-24, and a higher percentage of females than males aged 45-54 and over 55. The percentage of males and females were about even for ages 25-34 and ages 35-44. The survey consisted of twenty-five questions. Interviews were conducted between July 30th and August 6th, 2008. The survey averaged 25 minutes in length and contains a margin of error in the totals of +/-3%.

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