

How we see it

At Four Points® by Sheraton, guests get what they need, when they need it, with plenty of style and fun. They also appreciate terrific perks, including free bottled water, free High-Speed Internet Access, and Caswell-Massey® bath products in North America. Four Points Simple PleasuresSM program offers little indulgences such as tasty pie, a great cup of coffee and premium craft beers from around the world. It's those little extras that score big points with Four Points customers.

The Four Points story

Four Points by Sheraton began in 1995 as an extension of Sheraton® Hotels and Resorts. In 1998, Starwood Hotels & Resorts Worldwide, Inc., acquired Sheraton, and added even greater resources to the Four Points brand. As a result, Four Points has gone global. With hotels in 21 different countries as of January 2007, Four Points by Sheraton is Starwood's fastest-growing brand. (If you're really into numbers, Four Points counts more than 120 properties, 23,223 rooms, and well over a million smiles.)

Service that's trouble-free

Four Points is known for its approachable, uncomplicated style, and spirited, can-do attitude – all at an honest value. From hassle-free booking online to free Wi-Fi in the lobby, Four Points makes it easy for guests. For instance, free High-Speed Internet Access is available in North American hotel rooms, and will be rolled out globally by the end of 2007. Four Points also offers the PrintMe® printing service, which can be a real lifesaver. These are features that travelers usually don't find in the Four Points price category.

Most Four Points hotels feature our signature, relaxing "Family RoomsSM" with signature scent, plasma television, and music programming. On-site catering is often available, and a majority of properties have an indoor or outdoor pool. Many Four Points hotels also offer meeting space and business services such as fax machines, document copying, and light secretarial assistance.

Stylish and complete rooms

Bringing a new level of style and comfort to the moderately-priced hotel category was no accident. Four Points guestrooms are neat, up-to-date, and in tune with the lifestyle of the surrounding neighborhood. Depending on where the hotel is located, rooms will offer one of three designs: The New Homestead (suburban), Cityview (urban), or Getaway (resort).



These rooms are more than just great-looking. They're also very comfortable and highly functional. Rooms come equipped with great beds, work desks and ergonomic chairs. A national newspaper is available each morning and free bottled water is provided on a daily basis to every guestroom in North America. Guests can watch 30 channels of television, including a complimentary movie channel, and by the end of 2007, they will enjoy flat-screen televisions at all Four Points properties.

Simple PleasuresSM go above and beyond

Four Points by Sheraton is taking extra steps to ensure a great guest experience. Launched in 2006, the Simple Pleasures Program offers a variety of little indulgences to Four Points guests – things that can make their day special.

THE FOUR POINTS BY SHERATON FOUR COMFORT BED™

Custom-made by Sealy, the Four Points by Sheraton Four Comfort Bed was rated "Best in Class" by a leading men's health magazine in the Summer of 2006. The bed has everything guests need for a terrific night's sleep, including a plush mattress, cozy and stylish duvet, oversized lounging pillows and feather-down sleeping pillows.

THE FOUR POINTS BY SHERATON FOUR COMFORT BATH™

In North America, hotels offer the Four Points by Sheraton Four Comfort Bath, a collection of bath essentials including a special assortment of lightly scented Caswell-Massey Shea Butter Verbena amenities. Designed exclusively for Four Points by Sheraton, the products are made from natural ingredients and include items such as shampoo, conditioner, lotion, a facial bar and a bath bar. The Four Points by Sheraton Four Comfort Bath also features a Speakman Anystream 200 Showerhead, a Curved Shower Rod, and extra-plush towels.

A GREAT CUP OF COFFEE

Four Points by Sheraton knows that some guests like to start their day right by brewing a fresh cup of coffee in their rooms. Four Points also serves great coffee in hotel restaurants. Hotels in North America now feature Seattle's Best Coffee®, while properties across the globe serve premium local coffees and teas.

THE FOUR PIESSM PROGRAM AND FEEL GOOD TREATS PROGRAM

Bringing joy to its guests, Four Points serves pie and fresh coffee in their North American hotels. Why pie? It's the ultimate comfort food, and just the scent of pie baking makes people happy. An assortment of tasty, local Feel Good Treats will be served in other markets, reflecting specialties of the surrounding region.



THE BEST BREWSSM PROGRAM

In March 2007, Four Points appointed the world's Chief Beer OfficerSM to serve as ambassador for the brand's newly launched Best Brews program. Available in Four Points hotels in North America, the Best Brews program encourages guests to relax at the end of the day while enjoying a world-class beer. Featuring a wide selection of no less than 16 national and imported craft brews, Best Brews also includes local specialties from nearby microbreweries. The program is being tested worldwide.

Starwood Preferred Guest[®]

Four Points by Sheraton, like all Starwood brands, is proud to offer the Starwood Preferred Guest program, which made headlines when it launched in 1999 with a breakthrough policy of no blackout dates on Free Night Awards. Allowing guests to redeem Free Night Awards anytime, SPG "ratchets up the stakes in the hotel loyalty-program game," according to The Wall Street Journal. SPG offers members the ability to redeem awards at more resorts, more luxury properties, more European hotels and more golf properties than any other hotel program.

Growing

Planning to more than double its portfolio by the end of 2008, Four Points by Sheraton is consistently rated as a top performer in the mid-priced category by Business Travel News' Annual U.S. Hotel Chain Survey. With hotels located in easy-to-reach areas – close to major airports, suburban centers, urban hot spots, and resort and vacation markets – Four Points is one of the fastest-growing hotel brands in the business and has the potential to be Starwood's most widely distributed brand. Four Points is growing largely through new-build projects, including a brand-new hotel prototype, introduced in June 2006. Last year, Four Points by Sheraton added 15 new hotels to the brand family in Asia, the Middle East, Europe, Latin America and North America, and has recently announced new hotels in Colón, Panama and Guangzhou, China.

** Members of the press: Please contact Starwood's new toll-free media hotline at (866) 4-STAR-PR (866-478-2777) for photography or additional information**