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**SHERATON HOTELS & RESORTS REVEALS NEW VISUAL IDENTITY
WITH LAUNCH OF FULLY RE-DESIGNED SHERATON.COM**

*As Part of Sheraton 2020 Plan, Refreshed Sheraton.com Features Elevated Design,
Engaging Content, Enhanced Functionality and More*

STAMFORD, Conn.—July 15, 2015— Sheraton Hotels & Resorts, part of Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT), has revealed a first look at the brand’s all new visual identity with the re-launch of Sheraton.com. The first phase of a larger brand repositioning, the revamped website features an enhanced user journey, high-end design, artful photography, and a modern color palette. The redesign is the latest of many initiatives underway for Sheraton 2020, a bold 10-point plan to position Sheraton as the premier global hotel brand of choice, everywhere.

“More than ever, a compelling and enriched digital presence is necessary to win the hearts and minds of consumers around the world,” said Adam Aron, Starwood CEO on an interim basis. “With millions of visitors annually, we naturally turned to Sheraton.com to first showcase the new visual identity for Sheraton as we continue to put the spotlight back on Starwood’s largest and most global brand.”

Leading several design updates set to roll out, Sheraton.com features a refined brand logo, as well as crisp fonts and bold backgrounds with a rich color palette that underscore the luxury and heritage of Sheraton. Throughout the site, vivid hotel and destination imagery depict aspirational trips for both business and leisure. These rich still-life shots evoke a sense of place and bring to life the types of experiences Sheraton guests can expect when visiting the brand’s best-in-class properties worldwide.

“Sheraton offers guests a high-end, contemporary experience at our hotels around the world, and it is important that our brand aesthetic have the same modern, sophisticated look and feel,” said Dave Marr, Global Brand Leader, Sheraton Hotels & Resorts. “As we begin to roll out the new identity for Sheraton, we have first launched a redesigned website that features fresh, editorial-inspired content, more intuitive booking and search methods, and enhanced back-end technology to better engage consumers and drive revenue to our hotels globally.”

“Our goal for the new Sheraton visual identity was to reinforce the brand’s position as a leader and trusted voice in global travel,” said Mike Tiedy, SVP, Global Brand Design and Innovation at Starwood Hotels & Resorts. “The new aesthetic for Sheraton is more modern, approachable and engaging, designed to appeal to savvy guests and consumers around the world.”

Explore the Latest Sheraton Destinations

Beyond the sleek new look, the Sheraton.com site’s flexible and modular framework provides a more user-friendly layout optimized for desktop, mobile and tablet platforms. A new *About* section outlines the Sheraton brand’s various initiatives and service offerings at its more than 435 properties worldwide.

“We know our guests love Sheraton and want easy access to the signature offerings and elevated guest experiences of this iconic brand,” said Julie Atkinson, Senior Vice President, Global Digital for Starwood Hotels & Resorts. “The refreshed Sheraton.com site reveals improved navigation and functionality that gives its visitors easy access to detailed and compelling property content, with the option to socialize across key networks.”

Additional benefits of the Sheraton.com refresh include:

- Easier booking process with improved *Find Reservation* technology
- Accessible *Search Again* menus throughout the entire site
- Dynamic images and content to increase conversation and engage visitors as they search or book
- User-friendly updated maps with *Add Location* feature that offers property details while exploring the map

As part of the Sheraton.com refresh, the [Sheraton Store](#) website—where guests can purchase everything from bedding to bath amenities—has also received a design-forward facelift that offers more personalized and tailored merchandising capabilities.

Enhancing the Digital Experience

The new Sheraton.com site launch is part of Sheraton 2020, a comprehensive 10-point plan revealed in June 2015 designed to put Sheraton Hotels and Resorts firmly back into the global spotlight. A nod to the plan’s clear five year vision, Sheraton 2020 also includes a new \$100 million Sheraton-focused marketing campaign; the launch of the new premier tier, Sheraton Grand; continuous innovation of the Sheraton guest experience; an unwavering commitment to service excellence; the implementation of revenue and

profit-driving initiatives to benefit owners and developers; and a goal of opening more than 150 new Sheraton hotels worldwide by 2020.

To access Sheraton's new website, visit www.sheraton.com. For more information on Sheraton 2020, visit www.sheraton.com/transformation.

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About Sheraton Hotels & Resorts

[Sheraton Hotels & Resorts](http://www.sheraton.com) is on a mission to bring people together through communal experiences because we believe that travel is better when shared. As the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc., Sheraton helps guests make connections at more than 430 hotels in more than 75 countries around the world through signature offerings such as the exclusive Sheraton Club lounge and Paired, our new menu of expertly matched small plates, premium wines and craft beers. The brand recently launched [Sheraton 2020](#), a comprehensive 10 point plan designed to make Sheraton the global hotel brand of choice, everywhere. Sheraton, like all brands within the Starwood portfolio, is proud to offer the Starwood Preferred Guest® program, the industry's leading loyalty program. To learn more, visit www.sheraton.com. Stay connected to Sheraton: @sheratonhotels on Twitter and Instagram and facebook.com/Sheraton.

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