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**W HOTELS WORLDWIDE DEBUTS GLOBAL FLAGSHIP,
W HOLLYWOOD HOTEL & RESIDENCES**

A New Star Rises Above the Hollywood Walk of Fame

Hollywood, CA – February 1, 2010 – W Hotels Worldwide, the hotel category buster and industry innovator, recaptures the spirit of Hollywood glamour with the unveiling of W Hollywood Hotel & Residences. Kicking off another year of strong global growth, W Hollywood marks the first of nine new W Hotels slated to open in 2010, from London to St Petersburg, Russia; New York Downtown to Vieques, Puerto Rico; Guangzhou, China to Koh Samui, Thailand. Located at the historic intersection of Hollywood Boulevard and Vine, this \$350 million complex, developed by Gatehouse Capital and owned by HEI/Gatehouse, in affiliation with the Los Angeles MTA, offers W’s jet-setting guests and Hollywood’s fashionable locals a fully integrated contemporary lifestyle experience.

“Just as New York, the birthplace of W Hotels, is the fashion capital of the world, Hollywood is the global epicenter of entertainment, and together, fashion and entertainment make up W’s core passions,” said Eva Ziegler, Global Brand Leader, W Hotels Worldwide and Le Méridien. “Therefore, set in a perfect destination with a location on the corner of pop culture’s most iconic intersection of Hollywood and Vine, W Hollywood is set to serve as a global flagship for the W brand.”

“The opening of W Hollywood marks the completion of a ten year journey for Gatehouse Capital and our partners, and we are proud to introduce this stunning, modern, and truly sustainable property,” said Marty Collins, president and CEO of Gatehouse Capital, developer of the W Hollywood Hotel & Residences. “We have paired an iconic brand to an iconic intersection in a city that is a global destination recognized the world over, and in doing so, ushered in a second Golden Age that will redefine and revitalize modern Hollywood.”

“W Hollywood is a crown jewel for our development partnership, and offers a truly unique location that is a perfect blend of lifestyle, entertainment, hospitality and commerce.,” said Clark Hanrattie, Chief Investment Officer for HEI Hotel & Resorts. “We are confident that W Hollywood will be the flashpoint of entertainment, art, fashion, culture and music on a global stage for years to come.”

Old Hollywood Glamour Meets Modern, Cutting-Edge Design

Dedicated to contributing to a green-conscious community and a cleaner environment, W Hollywood is registered for LEED®-Silver certification and is also the largest property registered for LEED® certification in Southern California, combining eco-conscious construction with stylish design, luxe finishes, dramatic views, modern art and premium services. With top architecture firm HKS Architects, interior designers designstudio Ltd., interior architecture firm Daly Genik Architects and landscape architect Rios Clementi Hale Studios at the helm, this team of world-class design professionals offered inspired interpretations from the idea of a new Hollywood glamour.

In this spirit, W Hollywood guests are given star-studded treatment in true Hollywood fashion as they walk the plush “red carpet” to arrive at the Welcome Desk and signature W Living Room, W’s modern take on the hotel lobby. Guests, residents and LA insiders can sip and socialize on the adjoining outdoor terrace and ground-floor lounge, featuring black tufted leather sofas, lounge chairs and a decadent backlit lobby bar crafted of glowing *Onice Fantastico* onyx. Punctuating the contemporary Living Room, is a spectacular spiral stair case of white marble set against a backdrop of a curved bronze mosaic wall and a striking chandelier cascading from the gilded ceiling above.

Recharge High above the Hollywood Scene

After an evening of indulgence, escape the scene and recharge in one of W Hollywood’s 305 guest rooms, including W’s signature WOW Suites and the Extreme WOW Suite (W’s reinterpretation of the traditional Presidential Suite). Guestrooms and suites feature W’s signature beds with a feather-top mattress, 350 thread-count Egyptian cotton sheets, goose down comforters, state-of-the-art entertainment and a fully stocked Munchie Box (W Hotels’ twist on the hotel Mini Bar).

Move In and Own Up to the Ultimate Hollywood Lifestyle

The Residences at W Hollywood offers 143 W-branded Residences for purchase, featuring one, two and three bedroom units, with most featuring spectacular views of the world famous Hollywood Sign and other Los Angeles landmarks. Residence owners have access to W Hollywood’s modern amenities as well as preferred dining reservations and seating at the hotel’s signature restaurant, nightclub, and lounges; Welcome Ambassadors and round the clock security; two WET® pools, including the private W Residences pool; WHEELS valet service; SWEAT® state-of-the-art fitness facility; and W’s signature Whatever/Whenever service promise, providing both hotel guests and residents alike with whatever they want – from front row seats at the world-famous Kodak Theatre to private shopping excursion on Melrose Avenue – whenever they want it, as long as its legal! For information on The Residences at W Hollywood, please contact 323.469.8800.

Victor Draï Returns to Create New Nightlife Destination in Hollywood

The piece de resistance is undoubtedly the hotel’s expansive open air rooftop pool deck, bar and nightclub by Draï’s, from nightclub impresario Victor Draï. Replete with spectacular panoramic views, first rate architectural design, a “Draï’s style” restaurant featuring the creative cuisine of Chef Claude Segal and an ultra exclusive lounge on the ground floor of the hotel for members and invitation only events, there isn’t another space in Los Angeles that can attract the stars like this crown jewel of nightlife. The pool decks and club is adorned with a selection of reclining chairs, chaises, sun beds and sectional sofas surrounding a fire pit, while the raised Ipe wood deck is adorned with Moroccan-inspired cabanas, outfitted with lounging sofas and flat screen TVs.

Sip, Mix and Indulge at IDG’s Latest Restaurant Concept

Delphine Brasserie makes its debut at W Hollywood with its classic and modern interpretations of French cuisine from Innovative Dining Group, the restaurant group behind such Los Angeles hot spots as Sushi Roku, Katana and BOA, among others. Delphine, conceptualized by world-renowned designer Dodd Mitchell, evokes the atmosphere of the South of France by blending vibrant colors, classic archways and an open-air feel inspired by the Cote d’Azur. Guests can also grab a bite and watch the latest premiere or visual art feature at Station Hollywood, an al fresco outdoor lounge setting equipped with a drop-down cinema-style screen, cushy teak framed sectional seating, fire pits and an outdoor bar.

Escape to Hollywood's First Bliss® Spa

Bliss Spa arrives in Hollywood for the first time with more than 6,000-square-feet of tension-fighting facilities with a focus on manicures and pedicures, facials, waxing, and skincare services as well as bliss signature massages. Seven treatments rooms and bliss trademark touches such as rhythm & blues tunes, a retail beauty boutique, and the legendary brownie buffet, make bliss hollywood the ultimate destination for stylish jet setters and spa and beauty-loving locals. W Hollywood guests and residents will receive "BIP" (Bliss Important Person) status for priority reservations, exclusive in-room sampling, and sink side bliss amenities in all guestrooms and suites.

W Hollywood's other distinctive elements include substantial modern retail space, 10,000 square feet of meeting, banquet and pre-function space, and 15,000 square feet of ultra-modern event space, including The Great Room (W's take on the grand ballroom). Creative in approach and innovative design, meeting spaces set the stage for success using a unique Sensory Set Up® with mood music, signature scents and more to engage and energize attendants. W Hollywood's full service business center, WIRED, is also open 24 hours a day.

W Hollywood Hotel & Residences is located at 6250 Hollywood Blvd., Los Angeles, California. For more information or to make a reservation, please visit www.whothels.com/hollywood.

About W Hotels Worldwide®

W Hotels is an innovative contemporary lifestyle brand and the hotel category buster with 36 hotels and retreats in the most vibrant cities and exotic destinations around the world. Inspiring, iconic, innovative and influential, W Hotels provides the ultimate in insider access to a world of "Wow." Each hotel offers a unique mix of innovative design and passions around fashion, music and entertainment. W Hotels offers a holistic lifestyle experience that is integrated into the brand's sensibility through contemporary restaurant concepts, glamorous nightlife experiences, and signature spas. With 10 years of proven success, W Hotels is on track to double its footprint by 2011. W Hotels and W Retreats have been announced for Downtown New York, London, Paris, St. Petersburg, Guangzhou, Shanghai, Bali, Vieques Island, Koh Samui, and Verbier, among other international destinations. For more information, visit www.whothels.com.

About Gatehouse Capital

Founded in 1995, Gatehouse Capital is a national real estate investment and development firm based in Dallas, Texas. Currently engaging in the development and redevelopment of mixed-use properties involving upscale hotels in high barrier, urban and technology markets, Gatehouse has a reputation for both elevating brands and being elevated by brands. By partnering with industry leaders and visionaries throughout its collective team, Gatehouse revalidates its core mission: to deliver extraordinary developments in every send, beginning with economic return. www.gatehousecapital.com

About HEI Hotels & Resorts

HEI Hotels & Resorts, headquartered in Norwalk, Conn., is a leading hospitality investment firm that acquires, develops, owns and operates full-service, upper upscale and luxury hotels and resorts throughout the United States under such well-known brand names as Marriott, Sheraton, Westin, Le Meridien, Embassy Suites, and Hilton. For more information about HEI, visit the company's website, www.heihotels.com.

About Drai's

Victor Drai is a legendary French entrepreneur, film producer and lifestyle magnate who transformed his own Hollywood life into a brand with his successful restaurant, Drai's on La Cienega. After leaving Hollywood for Las Vegas in 1997, Drai forever changed the world's nightclub scene with the opening Drai's After Hours on the Vegas Strip. The club's 1 a.m. to early morning schedule helped make it the first after-hours venue in Sin City. His newest venture, Drai's Hollywood, will deliver a first class nightlife destination to the entertainment capital of the world. For more information, please visit www.draishollywood.com

About Innovative Dining Group

Innovative Dining Group currently operates seven of the most popular and successful restaurants in Los Angeles: Sushi Roku (with locations in West Hollywood, Santa Monica, and Pasadena), BOA Steakhouse (with locations in West Hollywood and Santa Monica), Katana in West Hollywood, and Robata Bar in Santa Monica. In September 2008, IDG opened Sushi Roku in the new W Hotel in Scottsdale—the restaurant group's first Arizona property. The company also operates a BOA Steakhouse and Sushi Roku at the Forum

Shops at Caesars Palace in Las Vegas. All of IDG's venues reflect bold, modern interpretations of traditional concepts, reflective of the company's youthful, dynamic partners. For more information, please visit www.innovativedining.com or IDG's page on Facebook.

About Bliss

Founded in 1996 in New York City, bliss was spotted by beauty-obsessed buzz-makers and quickly massaged its way to the top...and soon after, across the map. There are currently 18 bliss spas worldwide, including 14 locations within W Hotels, bliss' exclusive hotel spa and in-room amenity partner. Bliss retails its spa-at-home skin and body care products through its bliss catalog, blissworld.com web site, bliss spa retail boutiques and at international retailers including Bloomingdale's, Blue Mercury, Harrod's, Harvey Nichols, Lane Crawford, Neiman Marcus, Saks Fifth Avenue, Sephora, and Ulta. For more information, visit www.blissworld.com.

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