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**WESTIN HOTELS & RESORTS DEBUTS IN MISSISSIPPI WITH
GROUNDBREAKING OF THE WESTIN JACKSON**

*Slated to Open in Early 2017, the Brand's First Mississippi Hotel Will Be Located in Jackson's
Downtown Arts and Cultural District*

Jackson, MS – August 4, 2015 – Westin Hotels & Resorts, part of Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT), today announced that it will soon open in Jackson, Mississippi with the introduction of The Westin Jackson. Owned by Capital Hotel Associates and operated by Wischermann Partners, the newly constructed hotel will offer nine floors with 203 luxurious rooms and suites, 12,000 square feet of state-of-the-art meeting space and all of The Westin brand's signature services and amenities. The \$60-million public-private development is positioned to boost travel and tourism in downtown Jackson.

“Introducing Westin to the state of Mississippi has been a long time coming, and we couldn't think of a better city to do it in than Jackson,” said Bob Jacobs, Vice President, Brand Management, Sheraton & Westin North America. “The Westin Jackson will serve as a calm oasis in this vibrant city, offering guests and locals alike a respite from the rigors of travel.”

Opening in early 2017, The Westin Jackson will transform every aspect of a guest's stay into a revitalizing experience. All guestrooms and suites will offer the world-renowned Westin Heavenly[®] Bed – featuring lush sheets, down cushioning and a patented pillow-top mattress. Guests will revive in the Heavenly[®] Bath, enhanced with the brand's Heavenly[®] Shower, Heavenly[®] Robe and White Tea Aloe bath amenities, and enjoy in-room high-speed Internet access.

“We are truly excited to see this project come to fruition” says Paul Wischermann, President and CEO of Wischermann Partners. “Our dedicated associates are looking forward to creating memorable experiences for business and leisure visitors who are discovering all that Jackson has to offer.”

The Westin Jackson will feature a modern bistro and wine bar, in addition to the brand's signature WestinWORKOUT[®] fitness studio with an indoor pool. The hotel will also offer a resort-like spa with over 6,000 square feet of relaxation space, including seven treatment rooms and an outdoor whirlpool deck.

“After six years of conception and planning, we are very proud to celebrate this milestone” says Joseph Simpson, Managing Partner for Capital Hotel Associates. “The Westin Jackson will be the catalyst for future growth and projects here in downtown Jackson.”

Marking the brand's debut in Mississippi, also known as the birthplace of blues music, The Westin Jackson will be ideally located in the heart of downtown Jackson and within walking distance of the Mississippi Museum of Art, Federal Courthouse, Planetarium and Thalia Mara Hall, the historic music and arts theatre. Also within one block from the hotel, the Jackson Convention Complex features over 300,000 square feet of flexible meeting and exhibit space for convention attendees.

For more information, visit www.westin.com.

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About Westin Hotels & Resorts

[Westin Hotels & Resorts](http://www.westin.com), a leader in wellness and hospitality for more than a decade, lives its philosophy "For a Better You™" through the Westin Well-being Movement's six pillars: Feel Well, Work Well, Move Well, Eat Well, Sleep Well and Play Well. At more than 200 hotels and resorts in nearly 40 countries and territories, guests can experience offerings that include the iconic Heavenly® Bed, RunWESTIN™ and Westin Gear Lending with New Balance®, delicious and nutritious SuperFoodsRx™, the innovative workspace Tangent, Westin Weekend signature experiences, and Heavenly Bath and Heavenly Spa. Westin is proud to offer Starwood Preferred Guest®, the industry's leading loyalty program. To learn more, visit www.starwoodhotels.com/westin. Stay connected to Westin: @westin on [Twitter](https://twitter.com/westin) and [Instagram](https://www.instagram.com/westin) and [facebook.com/Westin](https://www.facebook.com/Westin).

About Capital Hotel Associates

Capital Hotel Associates is a local Jackson company comprised of seven individual business owners who have a shared passion for the continued revitalization of Jackson, MS. Focused on cultivating Mississippi's tourism and Creative Economy, CHA has a long history of redevelopment projects including the restoration of the famous Iron Horse Grill.

About Wischermann Partners

Wischermann Partners, Inc. is a national hospitality firm, focused on the operations of upper upscale and luxury hotels. Recognized by clients, peers and industry experts, Wischermann Partners brings a unique mix of knowledge, experience and insight to hospitality management, development and acquisitions. Currently, Wischermann Partners operates a hotel portfolio of more than 3,400 rooms. For more information about Wischermann Partners, please visit www.wischermannpartners.com.