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FOUR POINTS BY SHERATON BILOXI BEACH BOULEVARD  
SIGNALS A NEW ERA IN MISSISSIPPI GULF COAST TOURISM  
*Starwood Hotels & Resorts Revitalizes Central Biloxi with New Hotel Opening July 1<sup>st</sup>*

BILOXI (June 7, 2010) – Starwood Hotels and Resorts Worldwide, Inc. (NYSE: HOT) today announces the grand opening of the Four Points by Sheraton Biloxi Beach Boulevard is scheduled for Thursday, July 1, 2010. Atlanta’s Live Oak Partners and Minneapolis-based Wischermann Partners, an award-winning team of development and hospitality professionals with over 25 years’ experience, have developed and will manage the property, Starwood’s first Mississippi hotel. The hotel is owned by Ike Thrash and Chris Cope.

“We’re thrilled with this location – steps from the beach and casinos - and we’re ready to open at the height of the summer season,” said Euan McGlashan, project Managing Partner. “We’ve worked closely with Starwood Hotels & Resorts to bring this project to fruition to provide visitors to Biloxi a new, stylish and comfortable hotel option at a value-driven price.”

The Four Points Sheraton Biloxi Beach Boulevard represents a significant investment in the future of the Mississippi Gulf Coast in the midst of a troubled national economy. While generating 80 jobs for Biloxi, it is also one of the very few hotels to open since Hurricane Katrina in 2005. The hotel’s central Biloxi location provides

immediate access to the restored beach, the famed Beau Rivage and Hard Rock Hotel casinos, numerous area golf courses and the Gulfport/Biloxi International Airport.

Situated across from the newly restored beachfront on the site of a former condominium building damaged by the hurricane, the Four Points by Sheraton Biloxi Beach Boulevard offers commanding views of the Gulf of Mexico. The hotel's 195 stylish and comfortable oversized, non-smoking rooms feature Four Points by Sheraton's signature amenities including the Sheraton Four Comfort Bed, high-speed internet access and daily in-room signature breakfast service. The hotel also boasts a beautiful outdoor pool and deck with water views, a fully-equipped fitness center, state-of-the-art meeting and conference facilities, free Wi-Fi internet access, and convenient services administered by a superb staff fully-trained to deliver Starwood's Simple Pleasures<sup>SM</sup> guest experience.

"We pride ourselves on bringing our guests just what they want during their stay in Biloxi – comfort that isn't complicated in an environment where they can put their feet up, let their hair down or get their work done," noted the hotel's General Manager Kenny Glavan. "Four Points by Sheraton Biloxi Beach Boulevard ushers in a new era for the Gulf Coast and will set the tone for the area's hospitality industry in the future."

Food and Beverage operations are spearheaded by Executive Chef Shayne Varone and include the Four Points by Sheraton lobby breakfast station complete with pastries and all-day coffee service. Lunch and dinner feature American classics and Gulf Coast favorites with Chef Varone's contemporary twist. The hotel also features local craft brews, courtesy of the popular Four Points by Sheraton Best Brews® program and expansive outdoor dining poolside.

Sheraton Four Points Biloxi Beach Boulevard will offer all of the Starwood amenities including the Starwood Preferred Guest® program, Starpoints®, no blackout

dates on free-night awards and the convenience of the company's central reservation system.

### **About Four Points by Sheraton**

Four Points by Sheraton, with 148 properties in 24 countries, offers the self-sufficient traveler a new kind of style and comfort combined with a "can-do" service – all at an honest value. Four Points by Sheraton hotels are located in easy-to-reach area – close to major airports, suburban centers, urban hot spots and resort and vacation destinations.

Four Points by Sheraton Hotels, like all brands within Starwood's portfolio, 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. To learn more, please visit [www.spg.com](http://www.spg.com).

### **About Starwood Hotels & Resorts Worldwide**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1000 properties in nearly 100 countries and 145,000 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 Aloft®, and Element<sup>SM</sup>. 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](http://www.starwoodhotels.com).

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