



For Immediate Release

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**COASTAL HOTEL GROUP DESIGNATED A PREFERRED MANAGEMENT COMPANY
FOR STARWOOD HOTELS & RESORTS**

SEATTLE, Washington (July 25, 2005) - Coastal Hotel Group has been designated by Starwood Hotels & Resorts Worldwide as a Preferred Management Company for its four franchise brands - Luxury Collection, Westin, Sheraton, and Four Points. With this designation, Starwood will recommend Coastal Hotel Group to franchise hotel owners and developers to manage their properties.

Among Starwood's Preferred Management Companies, Coastal Hotel Group is uniquely qualified. The senior leadership team of Yogi Hutsen, President and CEO; Peter LaFemina, Chief Financial Officer; and Ed Schwitzky, Senior Vice President, Sales & Marketing combines for over 60 years experience managing Starwood hotels and resorts across all brands.

As a Preferred Management Company for Starwood, Coastal Hotel Group is committed to making the properties it manages leaders in their respective markets and to delivering management expertise specific to Starwood's highly regarded brand service and quality standards. Starwood's inaugural Preferred Management Orientation, in which Coastal Hotel Group participated, is yet another of its many successful industry-leading initiatives.

Says Yogi Hutsen, Coastal Hotel Group's President & CEO, "The alliance of Coastal Hotel Group, as a Preferred Management Company for Starwood, with franchise ownership is a perfect fit with our company's overall philosophy and mission. Ultimately it's a commitment to providing an excellent product and exceptional service to achieve bottom-line results...for our owners, our customers, and our associates."

Coastal Hotel Group is a privately held, Seattle-based full-service hospitality management company specializing in distinctive luxury hotels, resorts, inns and lodges. Established in 1987, Coastal Hotel Group has earned a reputation for providing remarkable lodging choices for the discerning traveler. The Coastal collection includes such unique properties as Salish Lodge & Spa outside Seattle, among the World's Best on the *Conde Nast Traveler* 2005 Gold List, and the Spindrift Inn in Monterey, named a Readers' Favorite by *Departures* magazine. For more information, visit www.coastalhotels.com or call 888-782-9244.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 750 properties in more than 80 countries and 120,000 associates at its owned and managed properties. With internationally renowned brands, Starwood® corporation is a fully integrated owner, operator



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and franchisor of hotels and resorts including: St. Regis®, The Luxury Collection®, Sheraton®, Westin®, Four Points® by Sheraton, and W®, Hotels and Resorts as well as 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.

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