



## **FOUR POINTS BY SHERATON DEBUTS IN WATERLOO-KITCHENER, ONTARIO**

*Four Points by Sheraton Waterloo-Kitchener Offers Stylish Comfort in Waterloo-Kitchener*

**Stamford, CT** – February 6th, 2014 – Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) and Palm Holdings today announced that the Four Points by Sheraton Waterloo-Kitchener Hotel & Suites has opened. The hotel completed an extensive renovation to transform the Destination Inn and Suites into the newest addition to Four Points portfolio. The newly renovated hotel features 104 comfortable and stylish guest rooms, with 52 Tower Suites, meeting facilities, on-site restaurant, lobby bar and 24-hour fitness centre.

The Four Points by Sheraton brand will reach its 200th hotel milestone in 2014 fueled by increasing demand in key markets around the world and there will be more than 20 new hotels opening. In Canada, Four Points by Sheraton currently operates 26 hotels from coast-to-coast, representing Starwood’s largest brand in the country.

“Four Points by Sheraton Waterloo-Kitchener Hotel & Suites is a great new option for travelers to the city of Waterloo, with an unbeatable location,” said Brian McGuinness, Senior Vice President of Specialty Select Brands for Starwood. “At Four Points, we believe in delivering honest value, genuine service, and all the amenities guests need to stay productive on the road.”

Operated by Palm Holdings, the Four Points by Sheraton Waterloo-Kitchener Hotel & Suites will feature all of the brand’s defining elements, including the signature Four Points by Sheraton Four Comfort bed and free Wi-Fi in all public areas, reflecting the brand’s promise and insight into the needs of today’s traveler. Offering what is best for business; guests will find signature year-round amenities like free bottled water, great coffee, free internet access in all guest rooms and free Wi-Fi in all public areas.

The hotel is centrally located in the Waterloo Region, minutes from Waterloo’s Technology Park, RIM Park, University of Waterloo, Sir Wilfred Laurier University and the Region of Waterloo International Airport. As well, the hotel offers easy and convenient access to St. Jacobs Farmers Market and the picturesque Village of St. Jacobs, with hiking and biking excursions through the scenic Grand River country.

“We are proud and excited to partner with Starwood Hotels to open the Four Points by Sheraton Waterloo-Kitchener Hotel & Suites,” said Anil Taneja, Director of Palm Holdings “We look forward to offering guests the opportunity to enjoy style, comfort and affordability in a prime location in the city of Waterloo. The hotel branding will facilitate global exposure to Waterloo from the business and leisure travelers, as well as enhance Palm Holdings hotel footprint in the Waterloo Region.”

### **About Four Points**

Comfort isn’t complicated: With over 175 Four Points by Sheraton hotels in more than 30 countries, travelers can find the timeless style and comfort they’re looking for with genuine service and everything

that matters most, all around the world. From Santiago to Shanghai and Milan to Milwaukee, Four Points hotels can be found in big urban centers, by the airport, near the beach, and in the suburbs. A recent \$1 billion invested in renovations, conversions, and new-build hotels has made the brand stronger than ever. Four Points, like all brands within Starwood's portfolio, is proud to offer the Starwood Preferred Guest® program, the industry's richest loyalty program. To learn more, visit [www.spg.com](http://www.spg.com).

#### **About Starwood Hotels & Resorts Worldwide, Inc.**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1,169 properties in nearly 100 countries and 171,000 employees at its owned and managed properties. Starwood 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, Aloft®, and Element®. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest<sup>(R)</sup> (SPG), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).

#### **About Palm Holdings**

Palm Holdings brings together businesses within hospitality, commercial offices, land developments and hotel services. Collectively they have been working together and have experience within the group of over three generations.

They have expertise in hotel development and management, commercial property and hotel reservation services which are well documented through projects in the United Kingdom, United States, Canada, and India.

They are further expanding their operations and investment with a strong focus on emerging markets through partnerships and joint venture agreements and identifying opportunities through rigorous investment criteria ensuring their projects deliver sustained revenue and asset growth.

For more information, please contact Paul Sutton, Regional Director of Operations at 647-567-4564; E-mail [Paul@Palm-holdings.com](mailto:Paul@Palm-holdings.com) or visit us at [www.palm-holdings.com](http://www.palm-holdings.com).

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