



Sheraton®

**SHERATON HOTELS & RESORTS WELCOMES TWO
U.S. PROPERTIES TO NEW “SHERATON GRAND” TIER**

Sheraton Grand Phoenix and Sheraton Grand Chicago Join Brand’s Premier Tier of Best-in-Class Hotels and Resorts Around the World

STAMFORD, Conn.—November 18, 2015— Sheraton Hotels and Resorts, part of Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT), today announced the designation of both the Sheraton Phoenix Downtown Hotel and the Sheraton Chicago Hotel & Towers as [Sheraton Grand](#) properties. Both hotels join the brand’s new premier tier of exceptional Sheraton hotels and resorts recognized for their enticing destinations, distinguished designs and excellence in service and guest experiences. The addition of newly-minted [Sheraton Grand Phoenix](#) and [Sheraton Grand Chicago](#) represents the tier’s official debut in North America, and is a continuation of its quickly growing portfolio that currently spans Asia Pacific, Europe and South America - with more locations to be added in the coming months. Sheraton Grand is just one of many initiatives under way for [Sheraton 2020](#), a comprehensive 10-point plan designed to solidify Sheraton as a leading global hotel brand of choice, everywhere.

“Sheraton Grand celebrates the highest-quality hotels within the Sheraton portfolio and reinforces the brand’s position as a leader and trusted voice in global travel,” said Dave Marr, Global Brand Leader for Sheraton Hotels & Resorts. “We are very proud to add Sheraton Grand Phoenix and Sheraton Grand Chicago to this premier tier, and look forward to announcing many more outstanding examples of our brand as we work toward the goal of having 100 Sheraton Grand properties by 2017.”

Achieving a Grand Stature

As part of the Sheraton Grand expansion, Sheraton Grand Phoenix and Sheraton Grand Chicago offer high-quality services and amenities synonymous with the new elevated tier:

- *Sheraton Grand Phoenix*—located in the heart of downtown Phoenix, with 31 floors and a multitude of on-property dining options, Sheraton Grand Phoenix offers approximately 112,000 square feet of indoor/outdoor meeting and event space (including a 27,000 square foot ballroom); the eclectic “District American Kitchen and Wine Bar”; a refreshing rooftop “Breeze Bar”; and a large dynamic fitness facility overlooking the outdoor lap pool with stunning views of downtown Phoenix.
- *Sheraton Grand Chicago* — situated on the Chicago River with 1,218 guest rooms and suites with views of either the Chicago River, Lake Michigan, or city skyline, Sheraton Grand Chicago includes five distinctive restaurants and bars; state-of-the-art fitness center featuring a pool and sauna; and home to Chicago’s largest hotel ballroom – 40,000 square feet – with modern, customizable meetings and event space equipped for every occasion.

Showcasing the Best of the Sheraton Brand around the World

Having launched in August 2015, Sheraton Grand celebrates the brand’s best-in-class hotels, each hand-selected based on a specific list of criteria ranging from sophisticated design and sought-after destinations, to unrivaled standards of service and impressive hotel amenities. The brand will continue to announce new Sheraton Grand properties across the globe, with the expectation of having 100 newly-designated Sheraton Grand hotels by 2017.

Sheraton Grand is just one of many initiatives currently underway for Sheraton 2020, a comprehensive 10-point plan revealed in June 2015 designed to put Sheraton Hotels and Resorts firmly back into the global spotlight. A nod to the plan’s clear five year vision, Sheraton 2020 also includes a new \$100 million Sheraton-focused marketing campaign; the launch of a new elevated food and beverage lobby program, Paired; continuous innovation of the Sheraton guest experience; an unwavering commitment to service excellence; the implementation of revenue and profit-driving initiatives to benefit owners and developers; and a goal of adding more than 150 new Sheraton hotels worldwide by 2020.

For more information, please visit www.sheratongrand.com.

About Sheraton Hotels & Resorts

Sheraton Hotels & Resorts, the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc., makes it easy for guests to explore, relax and enjoy the possibilities of travel through smart solutions and effortless experiences at more than 440 hotels in more than 72 countries around the world. The brand is currently in the midst of implementing [Sheraton 2020](#), a 10 point plan designed to make Sheraton the global hotel brand of choice, everywhere. Sheraton recently launched “Where Actions Speak Louder,” a multi-channel, multi-million dollar advertising campaign that highlights the brand’s ongoing enhancements to its guest experience, including new products and partnerships, and a renewed focus on service. With work well underway, the brand has already rolled out a variety of initiatives under Sheraton 2020, including *Paired*, a new imaginative lobby bar menu; the richest SPG promotion in the brand’s history; and Sheraton Grand, a new premier tier that recognizes exceptional Sheraton hotels and resorts. To learn more, visit www.sheraton.com. Stay connected to Sheraton: @sheratonhotels on Twitter and Instagram and facebook.com/Sheraton.

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