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Aloft Hotel Opens with Style and Sass

Aloft Green Bay Opening Big Bash Party

White Plains, NY / Green Bay, Wisconsin – May 6, 2009: aloha! Aloft Hotel, Green Bay debuts with its Big Bash party on Saturday, May 9 at 7 pm-11 pm. The event entails a one-of-a-kind fashion show by Salon CTI with clothing from Besselli and ReFab, jewelry from Earthspeaks Artwork, music by spin star DJ Matthew Anthony, cocktails, munchies and more.

A Vision of W Hotels, Aloft is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude. Guest rooms feature the brand's signature nine-foot ceilings, oversized windows and the ultra-comfortable bed, as well as roomy walk-in showers and amenities created by Bliss® Spa. Each Aloft room is also a combination high-tech office and entertainment center equipped with complimentary wireless internet access and a one-stop connectivity solution for multiple electronic gadgetry all linked to a 42" flat-panel, HDTV-ready television.

Designed in conjunction with world-renowned David Rockwell and the Rockwell Group, Aloft offers atmospheric public spaces where guests can mix and mingle, read the paper, work on laptops, play a game of pool or grab a drink with friends at the *re:mix*SM communal lobby area and *w xyz*SM bar. The *re:charge*SM fitness center and *splash* pool give travelers options to de-stress and re-energize, while *re:fuel by aloft*SM offers sweet, savory and healthy food, snacks and beverages to grab & go, 24-hours a day. Aloft is also committed to the environment and launched a *see green* program, which promotes ecologically friendly practices, products and services both inside and outside the hotel. For example, Aloft incorporates recycled materials in its design and provides preferred parking for hybrid cars.

For more information on Aloft, please visit www.alofthotels.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 more than 940 properties in approximately 97 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 AloftSM, and ElementSM. 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.

About AB Hospitalities, LLC and Supple Hospitality, LLC.

AB Hospitalities, LLC is a hospitality company established by members of the Ashwaubenon Boardwalk, LLC and Supple Hospitality, LLC. The Ashwaubenon Boardwalk, LLC, is a local group of investors from Green Bay, WI who have worked to develop a multi-use commercial and residential development on the banks of the Fox River. Included in the development is phase I of the Ashwaubenon Boardwalk Office Complex, luxury condominiums, Fratellos Waterfront Restaurant, and Aloft. Supple Hospitality, LLC is part of the Supple Restaurant Group, a multi-concept/multi-unit restaurant and hospitality group. Originally founded in the late 1960's it is a privately owned, second generation, family operated business. The group consists of its own independent restaurant concepts, national restaurant franchises, and a national hotel franchise. For more information, please visit www.supplegroup.com.