

## **WESTIN® HOTELS & RESORTS TO MAKE MILWAUKEE DEBUT**

### ***The Westin Milwaukee Slated to open in 2017 in the City's Bustling Downtown***

**STAMFORD, Conn. – February 23, 2016** – Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) today announced that industry-innovator Westin Hotels & Resorts is set to debut in Milwaukee, Wisconsin in Summer 2017. Owned by Jackson Street Holdings and managed by White Lodging, **The Westin Milwaukee** will open on the US Bank campus at the heart of downtown with financing from BMO Harris and Anchor Bank.

"The Westin Milwaukee is a highly anticipated addition to our growing portfolio and is poised to energize the lodging market at the heart of this city's vibrant downtown," said Bob Jacobs, Vice President of Brand Management, North America, Westin Hotels & Resorts. "From our iconic Heavenly® Bed to our Gear Lending partnership with New Balance, we look forward to welcoming guests to The Westin Milwaukee, ensuring that they leave feeling better than when they arrived."

The newly constructed Westin will feature 220 guestrooms and suites, with stunning views overlooking Lake Michigan and the downtown skyline, designed to inspire a sense of well-being. The hotel will also feature 9,000 square feet of well-appointed meeting facilities, a unique fine dining restaurant and lobby bar, featuring the Westin brand's signature nutrient-rich SuperFoodsRX® menu, the WestinWORKOUT® gym and Westin's innovative programs and instinctive service that aim to transform every aspect of a guest's stay into a revitalizing experience.

"The Westin Milwaukee will be connected indoors to over 3,000 people working in downtown and will be the closest hotel to Lake Michigan, offering business and leisure travelers a unique well-being proposition, as only Westin can," said Chris Anderson, Senior Vice President and Chief Revenue Officer with White Lodging. "We're thrilled to continue our great relationship with Jackson Street, especially playing a role in a beautiful addition to the Milwaukee skyline and the introduction of an elevated wellness brand to the market."

"The Westin Milwaukee will mark an important debut for Westin, paving the way for the further development of Starwood's lifestyle brands in this key mid-western market," said Allison Reid, Senior Vice President of Development, North America, Starwood Hotels & Resorts. "Having recently surpassed 200 hotels globally, the Westin brand continues to gain momentum in North America and around the world, propelled by the success of its distinctive well-being positioning and the enthusiasm of owners and developers who are eager to bring the brand to new markets."

Just minutes from the shores of Lake Michigan, The Westin Milwaukee will connect directly to the US Bank Complex's Galleria level and is close to the corporate headquarters of Northwestern Mutual, Johnson Controls are the Wisconsin Center, the BMO Harris Bradley Center and Milwaukee Art Museum. The hotel is also walking distance to East Town Market, the historic Third Ward District and the shops and restaurants on the Milwaukee River Walk.

For more information on Westin Hotels & Resorts, please visit [www.westin.com](http://www.westin.com), [Facebook](#) or follow Westin on [Twitter](#).

#### **About Westin Hotels & Resorts**

[Westin Hotels & Resorts](#), a leader in wellness and hospitality for more than a decade, lives its philosophy "For a Better You™" through the Westin Well-being Movement's six pillars: Feel Well, Work Well, Move Well, Eat Well, Sleep Well and Play Well™. At more than 200 hotels and resorts in nearly 40 countries and territories, guests can experience offerings that include the iconic Heavenly® Bed, RunWESTIN™ and Westin Gear Lending with New Balance®, delicious and nutritious SuperFoodsRx™, the innovative workspace Tangent, Westin Weekend signature experiences, and Heavenly Bath® and Heavenly Spa by Westin. Westin is proud to offer Starwood Preferred Guest®, the industry's leading loyalty program. To learn

more, visit [www.starwoodhotels.com/westin](http://www.starwoodhotels.com/westin). Stay connected to Westin: @westin on [Twitter](#) and [Instagram](#) and [facebook.com/Westin](https://facebook.com/Westin).

**About Jackson Street Holdings**

Jackson Street Holdings, LLC is a leading hotel development, renovation and management company. With extensive real estate, construction and hospitality experience, Jackson Street Holdings, LLC offers well-rounded knowledge, allowing the company to accommodate all facets of a project from new development services to construction project management. The company is supported by an established reputation of providing clients with a quality product, on time and on budget. More information about Jackson Street Holdings, LLC and their partners can be found at [www.jacksonstreetholdings.com](http://www.jacksonstreetholdings.com).

**About White Lodging Services Corporation**

White Lodging Services Corporation was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company – a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid-to large-scale hotels across the country. Its current portfolio consists of more than 170 hotels in 21 states and encompasses representation of many leading hotel brands. For more information about White Lodging, please visit [www.whitelodging.com](http://www.whitelodging.com).