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HP Hotels Management Inc. takes on management of the ALOFT OKLAHOMA CITY

Birmingham, AL. – February 9, 2015 - HP Hotels Management Inc., a Birmingham-based third party hotel management company, announced today that it has been selected to manage a second hotel for New Century LLC in Oklahoma City, Oklahoma. HP also manages New Century's Hilton Garden Midtown located at 2809 NW Expressway.

Aloft Oklahoma City Downtown-Bricktown with 140 loft-like rooms, offers a vibrant, social atmosphere with an ideal location at NE 2nd Avenue and Walnut. The Aloft features a 24/7 pantry, outdoor pool, indoor spa and sauna, and w xyz smbar. Aloft Oklahoma City Downtown-Bricktown by Starwood Hotels & Resort Worldwide, Inc. (NYSE: HOT), is the brand's second hotel in Oklahoma, joining Aloft Tulsa.

With more than 9,000 square feet of versatile meeting space that can accommodate up to 250 attendees, Aloft's exchange event spaces are conveniently located on the top floor with extraordinary views of the city. With the best in technology, catering options and competitive pricing, the sales and catering team are poised to ensure a successful business meeting or perfect wedding or special event.

Just minutes from Will Rogers World Airport, the hotel is walking distance to shops, restaurants, night clubs and bars, and convenient to Cox Convention Center, AT&T Bricktown Ballpark and Oklahoma City Arena, home of the NBA's Oklahoma City Thunder.

"We are excited to add The Aloft to our Oklahoma City region as a fourth hotel in this market says HP's President and COO, Charles Oswald. He further added, "We've successfully managed Starwood brands in the past, however, this will be our first Aloft hotel in our portfolio. With today's savvy travelers and the strong demand for stylish, yet affordable accommodations, we are proud to bring on The Aloft and confident that we can make this asset profitable in our first year of management.

For your next event, call 405-605-2100. You can check us out on:

www.aloft-hotels.com/oklahomacity or

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About Aloft Hotels

With 100 hotels open now and coming soon in 14 countries around the world, Starwood's Aloft brand delivers a fresh approach to the traditional staid hotel landscape. For the 'always on' next generation of traveler, the Aloft brand offers a tech-forward, vibrant experience and a modern style that is different by design. For more information, please visit www.aloft-hotels.com. Aloft, 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, please visit 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 more than 1,200 properties in some 100 countries and over 180,000 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 (SPG®), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood recently announced plans to spin off its Starwood Vacation Ownership, Inc. business, a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands, into a standalone public company by the end of 2015. For more information, please visit www.starwood-hotels.com.

About New Century Investments

New Century Investments is an Oklahoma-based corporation and an extension of Thompson Associates, a development / design / construction / management company founded in 1950 by James R. Thompson Sr. Since 1999, New Century Investments has developed solely nationally franchised hotels and unique to market restaurants. The team of James R. Thompson II and Gabby Trad has been nationally awarded for their projects in Oklahoma City and continue to bring an element of excitement to each project. The location for Aloft Oklahoma City Downtown - Bricktown will bring a hip and modern hotel with an urban feel to Oklahoma City and to Downtown as a part of a mixed-use development with retail and restaurants. For more information, please visit www.newcentury-hotels.com

HP Hotel Management, Inc.

HP Hotels is a 3rd party management group with a portfolio of over 30 hotels in 12 states comprised of Hilton, Marriott, InterContinental, Starwood, Choice, and Independent full-service and select- service hotels. With significant expertise in operations, asset management and profitability, HP has earned preferred hotel management company status with name brand hotel chains while ranking among the Top 50 Hotel Management Companies in the United States according to Lodging Hospitality Resources.