

THE WESTIN CHICAGO RIVER NORTH

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WESTIN HOTELS & RESORTS DEBUTS HOTEL-ROOM LABORATORY TO COMBAT JETLAG

Forward-looking Concept Room was developed with Philips and uses cutting-edge light therapy to combat jetlag, exhaustion and sleep deprivation

CHICAGO –June 25, 2008 – To help guests combat sleep troubles and jetlag, Westin Hotels & Resorts has partnered with Philips Lighting Company and a group of sleep doctors to create a hotel-room laboratory, called the Concept Room, which is aimed at minimizing sleep deprivation and cutting jetlag recovery time in half. This working laboratory is currently being tested at ***The Westin Chicago River North***, and is the first such partnership between Philips Lighting and a hotel company. The Concept Room is equipped with Philips' ActiViva lamps: revolutionary new blue-light lamps that provide phototherapy and directly affect the way people feel by making them more alert, awake and energized. In Philips' field tests, participants indicated a 10% or more increase in their own performance after using these lamps.

The lights—along with other amenities such as a guided-meditation TV program and a room-service menu filled with calming snacks such as a banana-milk smoothie—are being tested by Westin through a series of evaluations with travelers who have recently crossed two or more time zones. The feedback is helping Westin's designers to introduce wellness-inspired components into the next generation of the brand's guestrooms. For example, based on positive guest response, all newly built Westin Hotels now feature custom blackout shades, which debuted in the Concept Room. Sleep TV, a channel offering guided meditation that lulls guests into a deep slumber, was developed in partnership with Meditainment and will soon be available at most Westin properties in North America.

"Thanks to our global economy and ease of travel across time zones, jetlag is an increasingly common complaint," said Sue Brush, Senior Vice President of Westin Hotels & Resorts. "A recent Westin study revealed that 55 percent of our guests suffer from sleep deprivation, and more than 900 guests contact our staff each month in search of medical attention. Feedback from the Concept Room will help us in our ongoing mission to bring a sense of renewal and wellness to guests."

Brush also noted, "The lessons about sleep patterns and rejuvenation we're learning in the Concept Room will be useful not just to our road warriors, but to

sufferers of 'social jetlag' as well. Our incredibly busy lives interfere with our bodies' natural rhythms, causing widespread symptoms of lethargy, grogginess, insomnia and headaches.”

As people struggle to fit more business and social events into their lives—and spend their days indoors and their nights at social events—they spend less time in sunlight than is required for natural states of rest and wakefulness. The phenomenon of social jetlag was first identified by German scientists at Ludwig-Maximilians-Universität (LMU) in Munich and is a problem of modern times—one that, research shows, can be alleviated by light therapy.

“The launch of the ActiViva lamps is a result of extensive research. In 2002, a third receptor (besides cones and rods) was discovered in the human eye. This receptor is highly sensitive to blue light and sends a signal to our body clock, which controls our biological rhythms such as our sleep/wake cycle,” said Luc Schlangen, L.J.M. (PhD) Philips Lighting, Senior Application Scientist.

To promote optimum rest, the Concept Room is aimed at providing a calming environment and total darkness. To that end, the room contains Sleep TV and the custom blackout shades in addition to Philips' LED “StumbleLights,” motion-activated night guiding lights which keep guests safe and bruise-free by automatically engaging a gentle amount of light to help illuminate the way when the guest gets out of bed. The room also holds a sound machine with 50 choices including crickets, rainfall and beach noises; sleep vials containing calming essential oils at turndown; a standing fan to ensure constant air circulation (a result of sleep doctors' research showing cool, free-flowing air leads to optimum rest); jetlag calming tea; calming snacks and soothing in-room artwork.

For optimum energy and wakefulness, the Concept Room is equipped with Philips' ActiViva light therapy in the shower, in a version not yet available to the general public. In addition, the room contains a light therapy box at the work desk station. According to research, a 20 minute dose of this light helps guests to reenergize and feel more alert. Guests can further awaken their senses with the Heavenly Shower's eucalyptus shower fizzer. The room also offers running maps created in partnership with *Runner's World* magazine to encourage guests to go outside for fresh air and exercise, jetlag invigorating tea and a room-service menu of rejuvenating snacks such as high-protein smoothies.

The Concept Room joins a host of initiatives aimed at personal renewal recently introduced by the company. Westin Hotels & Resorts this year partnered with SuperFoods Partners LLC to become the first hotel brand to create a SuperFoods-focused menu. Additionally, Westin properties across the globe host Unwind evening rituals—mini lessons, tastings and art installments that help guests connect with each other and the culture of their surroundings.

For more information on the Concept Room please call (312) 744-1900 or visit www.starwoodhotels.com.

Overlooking the Chicago River at 320 North Dearborn Street, The Westin Chicago River North is centrally located in the heart of Chicago's business and theatre districts and steps from Millennium Park, fabulous Michigan Avenue shopping and great restaurants. The hotel's 424 rooms and suites offer beautiful skyline views and feature Westin's legendary Heavenly Bed® and invigorating Heavenly Bath®. The recently refreshed Westin Executive Club® Level showcases refurbished guestrooms with iMAC computers, iPod docking stations, 32-inch flat-screen televisions, complimentary high-speed Internet access and ample desk space. The new Westin Executive Club® Lounge offers complimentary Wi-Fi, 42-inch flat-screen televisions and more. For distinctive dining, there is Ember Grille, Hana Lounge and Kamehachi Sushi Bar. Other services and amenities include WestinWorkout® Powered by Reebok, massage therapy, concierge services and a state-of-the-art business center.

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