

THE WESTIN

HUNTSVILLE

For Immediate Release:

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Westin Huntsville Helps Clean the World

Starwood Hotels and Resorts was recently announced as the first corporate partner to join Clean the World's efforts to promote a global hygiene revolution. Clean the World, a social enterprise committed to saving lives and protecting our planet, announced a corporate agreement to collect and recycle hotel soaps, shampoos, conditioners, lotions and gels to help fight the global spread of preventable diseases.

The Westin Huntsville, a Starwood hotel, jumped on board immediately to promote and implement the much needed efforts. Westin executive housekeeping director Jerry Harris said "The housekeeping department is proud to be part of the Clean the World Program. It is a privilege to help people around the world in need. The housekeeping staff is very engaged in the program and look forward to contributing even in a small way to the Clean the World Program."

The Westin Huntsville has already shipped more than 200 pounds of recyclable soaps, shampoos, conditioners, lotions and gels to help fight the global spread of preventable diseases and will continue to ship on a bi-monthly basis. Harris has challenged the housekeeping staff of approximately 45 associates to collect more than 5000 pounds by the end of the year.

The Potential Impact for Starwood properties in North America enrolled in the program:

114,400 bars of soap and bottled amenities collected DAILY

4.3 Million bottles of amenities ANNUALLY sent to recycling

8.7 Million bottles of amenities sent to domestic shelters/underdeveloped countries ANNUALLY

1.46 Million recycled bars of soap MONTHLY

17,56 Million recycled bars of soap ANNUALLY

72,803 Children receiving soap on a regular basis

This new program joins other recycling efforts previously launched by the hotel in January, 2011. The Westin Huntsville's efforts currently include a sustainability program that involves a hotel wide energy savings initiative, guest in-room recycling for paper and plastic and the Make a Green Choice program in which guests may decline daily room service in an effort to better support the environment.

About Clean the World

Clean the World is a social enterprise committed to saving lives and protecting our planet. It offers sustainable, socially responsible, and charitable programs and services to the international hospitality community. Clean the World Foundation Inc. is the 501 (c) (3) charitable arm of Clean the World. Clean the World Foundation Inc. executes its mission of saving millions of lives around the globe by leading a global hygiene revolution to distribute recycled soap and hygiene products to children and families suffering from high death rates due to the top two killers of children worldwide – acute respiratory infection (pneumonia) and diarrheal diseases (cholera). For more information visit: www.cleanttheworld.org.

About The Westin Huntsville

Located within Huntsville, Alabama's Cummings Research Park - the second largest technology center in the United States, and less than two miles from the U.S. Space and Rocket Center, The Westin Huntsville blends sophistication, elegance, and classic southern hospitality with the unique surroundings of Bridge Street Town Centre. With 210 beautifully appointed guest rooms guests can enjoy a 32" flat screen LCD televisions and other in-room feature items such high speed wireless internet. The signature Westin Heavenly Bed® provides the ultimate comfort in every guest room. To complement the bed, guest rooms also feature the highly acclaimed Westin Heavenly Bath®. The hotel also offers an indoor/outdoor pool and a 24 hour accessible WestinWORKOUT® Gym. For more information please contact the hotel at 256.428.2000 or (scarlberg@westinhuntsville.com).