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A Confirmed Stay at Starwood Hotels & Resorts Is Mere Clicks Away at Aeroplan.com - Starwood and Aeroplan offer web-based, self-service reservations using Aeroplan Miles

MONTREAL, Dec. 13 /CNW Telbec/ - Aeroplan today announced that Starwood Hotels now offers Aeroplan members a totally web-based means to search for, book and confirm a hotel stay using Aeroplan Miles.

Aeroplan enables its members to search Aeroplan.com for the Starwood property of their choice, including Starwood's St. Regis, The Luxury Collection, Sheraton, Westin, Four Points by Sheraton, Le Méridien and W brands. This allows members to not only book directly online but also to receive an immediate confirmation of the booking from the hotel. This seamless process eliminates the need for vouchers and coupons and, because the process is immediate, there is no longer a need to book days in advance or call the hotel chain to make the reservation. What's more, reservations may be cancelled for a full refund of Aeroplan Miles (provided that the cancellation is made in accordance with the reservation's terms and conditions).

No other loyalty program in Canada offers this level of self-service options for booking travel rewards. All Aeroplan Mile travel (flight, car and hotel) may be booked online, as Aeroplan's three car partners - Avis, Hertz and National - also offer completely web-based redemptions through Aeroplan.com.

"Aeroplan's members enjoy the convenience of booking their reward travel on the web. Online redemptions for hotels and car rentals continue to grow, reflecting the ease with which members may take advantage of these popular reward options," said Craig Landry, Vice President, Member Products and Services, Aeroplan. "Adding Starwood, with its roster of luxurious worldwide hotel properties, as a 'direct connect' partner strengthens the entire online offering for our members and builds on Aeroplan's existing partnership with Starwood, where members are able to earn Aeroplan Miles at participating Starwood brands worldwide, through the Starwood Preferred Guest Program(R)."

"Starwood is pleased to join as Aeroplan's newest online hotel booking redemption partner. We strive to ensure that our guests have a memorable stay with us; to be able to book their time with us in such an easy manner is a great beginning to a rewarding stay," said Stephen Foster, Senior Vice President of Operations, Starwood Hotels & Resorts.

About Aeroplan

Aeroplan is Canada's premier loyalty marketing company, dedicated to developing and executing programs designed to engage the loyalty of its prestigious membership.

Aeroplan's millions of members earn Aeroplan Miles with its network of more than 70 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors. Miles earned may be redeemed for Aeroplan's industry-leading ClassicFlight Rewards, innovative ClassicPlus Flight Rewards, and global Star Alliance Flight Rewards, offering travel to more than 850 destinations worldwide. In 2006 alone, more than 1.4 million round-trip flight rewards were issued. Aeroplan's roster of non-flight rewards includes more than 400 exciting specialty, merchandise, and experiential rewards, as well as hotel and car rental rewards. Members are encouraged to stay engaged with Aeroplan and avoid mileage expiration due to inactivity by earning or redeeming Aeroplan Miles at least once in any consecutive twelve-month period.

For more information about Aeroplan, please visit www.aeroplan.com.

About Starwood

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with approximately 890 properties in more than 100 countries and 145,000 employees at its owned and managed properties. Starwood(R) Hotels is a fully integrated owner, operator and franchisor of hotels and resorts with the following internationally renowned brands: St.Regis(R), The Luxury Collection(R), W(R), Westin(R), Le Méridien(R), Sheraton (R), Four Points(R) by Sheraton, Aloft(SM), and Element(SM). 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.

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