

Aloft Hotels debuts in Malaysia with opening of Aloft KL Sentral

KUALA LUMPUR:Starwood Hotels & Resorts Worldwide, Inc. recently announced the debut of the sensational Aloft brand in Malaysia with the opening of Aloft Kuala Lumpur Sentral in the capital's buzzing new business hub. Owned by Aseana Properties Limited (which also owns the Four Points by Sheraton Sandakan in Sabah) and project managed by Ireka Development Management Sdn Bhd, this new hotel reflects the country's growing demand for affordable accommodations tied to groundbreaking lifestyle initiatives.

Aloft has been shaking up the staid and traditional mid-market hotel sector and redefining the category by delivering urban-influenced, modern and vibrant design, and a social guest experience at an attractive price point. As such, the brand continues to make an impression on its guests, gaining market share and building traveler loyalty.

"We are excited to introduce the Aloft experience to a new generation of travelers in Kuala Lumpur," said Chuck Abbott, Regional Vice President, Starwood Hotels & Resorts South East Asia. "The Aloft concept is an optimal fit for Kuala Lumpur's New Business District - it's fresh, stylish, and tech-forward. Infused with a fun-loving social vibe, we are providing the perfect space for travelers to meet and connect on their adventures."

Since Aloft's 2008 launch, the opening of Aloft Kuala Lumpur Sentral marks the brand's 11th property in the region with over 60 hotels worldwide. In Asia Pacific, Aloft operates hotels in China, India, and Thailand. There are currently 14 hotels in its regional development pipeline, covering additional cities in China, India, Indonesia and

South Korea.

"Aloft's international expansion so early in the brand's life cycle is unprecedented. The Aloft debut in Kuala Lumpur underscores the strength of the Starwood network and the power of the Aloft brand," said Brian McGuinness, Senior Vice President, Specialty Select Brands for Starwood. "Driving trends in music, design, and technology, Aloft is well positioned towards youthful, tech savvy, and connected travelers."

Adjacent to Kuala Lumpur Sentral Station, the largest railway station in South East Asia, and a 28-minute train ride to the Kuala Lumpur International Airport, the 482-room hotel is the largest Aloft property in the world. Dato' Mohammed Azlan Hashim, Chairman of Aseana Properties Limited said, "We are delighted to be part of this milestone development of the first Aloft in Malaysia, especially as it is also the biggest Aloft hotel in the world to date. Travelers can now expect stylish design-led accommodations with accessible technology, comfort and convenience - all at a great value."

Infused with the DNA of W Hotels, Aloft Kuala Lumpur Sentral caters to the modern traveler seeking a unique experience. All guest rooms feature loft-like decor with soaring eleven-foot ceilings, Aloft's signature platform beds, oversized showerheads, and Bliss Spa products. Designed with the digital generation in mind, the hotel provides free wireless Internet access throughout the property, including all guest rooms. Each room is also equipped with a unique plug-and-play connectivity solution that connects most electronic devices to the 42" flat-screen LCD TV, turning the

room into a high-tech office as well as an entertainment center.

Incorporating industrial design elements throughout the hotel, Aloft Kuala Lumpur Sentral offers vibrant public spaces where guests can mix and mingle, read the paper, work on laptops, play a game of pool, or grab a drink with friends. The signature w xyz(SM) bar, morphs from a relaxed hangout by day to an electric destination bar by night. It serves a range of creative cocktails and hosts regular indie acts by night for locals and hotel guests alike. The Polynesian themed rooftop MAI bar with panoramic views of the metropolis is set to reinvent the Kuala Lumpur social scene.

The hotel also features a large 8,396 sq ft ballroom; and six tactic Meeting Rooms with 3,968 sq ft of space, state-of-the-art audio visual equipment, LED TVs, and complimentary Wi-Fi. Dining options include re:fuel by Aloft(SM), a one-stop, 24-hour grab & go food and beverage area, offering sweet, savory and healthy food, snacks and beverages and Nook, an all-day dining venue that puts a sassy twist on local culinary favorites. For recreation, the hotel offers re:charge, the 24/7 fitness center and splash, the rooftop infinity swimming pool.

To celebrate its opening, Aloft Kuala Lumpur Sentral has unveiled special opening rates, starting at MYR328+ per night for a Loft room. This special promotional rate includes an Aloft welcome gift and a complimentary cocktail, to be enjoyed at either the w xyz(SM) or MAI bar. For more information or to make reservations, please call 1800 80 6575, email Reservations. Aloftkl@alofthotels.com, or visit www.alofthotels.com/kualalumpurcentral.



GRAND Toast for the opening of Aloft Kuala Lumpur Sentral.