

For Immediate Release

Lanyon™ Licenses RFP Solution To Starwood Hotels & Resorts Worldwide, Inc. For Airline Crew Accommodations

Lanyon's RFP technology eliminates manual process for sourcing airline crew accommodations

Dallas, Texas (11 January 2012) – Lanyon, the leading provider of lead and content management solutions to the global hospitality market, today announced an agreement with Starwood Hotels & Resorts Worldwide, Inc. to license Lanyon's Engagement and Project Management tool to manage airline crew RFP responses, cutting out the manual process of responding to RFPs and increasing efficiencies. Starwood is one of the world's leading hotel and leisure companies with 1,071 properties in 100 countries and territories.

The three-year contract commences in January 2012 and will streamline Starwood's current airline crew RFP process delivering a single platform solution to all global properties through the use of Lanyon's Engagement and Project Management tool. The Engagement and Project Management tool will allow Starwood to digitize all airline crew accommodation RFPs and instantaneously communicate to properties, collect required answers, deliver report outputs back to the airlines and track airline crew business globally in a more efficient manner.

"We're excited to join forces with Lanyon on this initiative because of their documented success with RFP technology as well as their reputation for outstanding customer service," said Anupam Agarwal, Vice President of Global Sales Strategy & Operations, Starwood Hotels & Resorts. "Lanyon's Engagement and Project Management tool will enable us to rapidly respond to airline crew accommodation requests improving our overall sales efficiency and effectiveness."

By tracking the business centrally, Starwood will have the ability to proactively identify new airline crew opportunities for its hotels and serve its customers more effectively.

"We are proud to be selected by one of the premier global hotel groups to enhance their ability to address and respond to airline crew accommodation RFPs," said Mike Boulton, Chief Commercial Officer for Lanyon. "Starwood Hotels & Resorts' selection of Lanyon further bolsters our leading position for RFP management in the industry. We are looking forward to working with their team to deliver a custom RFP solution to augment their airline crew business."

Lanyon has a proven track record of providing RFP management tools to large hotel groups and currently provides services to more than 320 hotel chains globally.

About Lanyon

Established in 1984 and headquartered in Dallas, Texas, Lanyon is the leading hospitality solutions provider connecting corporations, hotels and travel intermediaries in the largest online global hospitality marketplace. Lanyon's solutions are used by over 550 corporations and 320 hotel brands representing 93,000 properties

For more information, please visit www.lanyon.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 1,071 properties in 100 countries and territories with 145,000 employees at its owned and managed properties. Starwood Hotels 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, and the recently launched Aloft®, and Element SM. 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 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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