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SHERATON CHICAGO HOTEL & TOWERS RAISES A GLASS TO CELEBRATE GLOBAL ROLL-OUT OF PREMIUM WINE PROGRAM WITH 24 HOUR “TOAST AROUND THE WORLD”
***Sheraton Social Hour* Now featured at more than 400 Hotels around the World**

Chicago, IL - May 15, 2013 – From Asia to Europe to the Americas, Sheraton Hotels & Resorts is raising a glass and betting big on its premium wine program, Sheraton Social Hour. Sheraton Hotels, in cooperation with *Wine Spectator* magazine today, announces the global roll-out of its signature wine program to 430 hotels around the world. In celebration of the program’s success Sheraton, Wine Spectator and its valued wine partner Ste. Michelle Wine Estates is hosting a 24-hour “Toast Around the World” at Sheraton hotels and resorts across the globe including Edinburgh, Mexico City, Bali, Bangalore and New York. The Sheraton Chicago Hotel & Towers will be holding their toast at Chi Bar, located in the lobby, offering complimentary wine and hors d’oeuvres with live photo and social media streaming.

The festivities kick off in Asia with celebrations at the Sheraton Hong Kong and Sheraton Shanghai. A celebratory toast will be passed virtually, including Sheraton Chicago Hotel & Towers around the world until it reaches The Sheraton New York Times Square and The Sheraton Waikiki for the conclusion of the day-long global celebration. Hotel guests and brand followers will be invited to join in on the virtual celebration with the brand’s new dedicated Social Hour mobile platform, Sheraton.com/socialhour, where they can browse through hundreds of toasts shared around the world for the special occasion or create their own using #SheratonToast. Want to raise a glass? Consumers and guests are invited to join the conversation and celebration at #SheratonToast.

“Following tremendous early success, we’re proud to offer our guests at all Sheraton Hotels around the world the opportunity to experience this award-winning premium wine program,” said Rick Ueno, General Manager of the Sheraton Chicago Hotel & Towers. “As the World’s Gathering Place we are continuously looking for ways to elevate our guest experiences with new social interactions and believe Social Hour to be a great program for both business and leisure guests.” The program, developed by today’s premier wine experts and the brand’s global food and beverage team, offers guests a specially curated menu of premium wines and weekly tasting events. The Sheraton Chicago Hotel & Towers offers Social Hour every Monday-Wednesday from 5:00pm – 7:00pm at Chi Bar where guests can compare two 2oz. tastings for \$5. All Sheraton Selects wines will be rated above 85 and at least four offerings will be rated 90+ which features some of the most highly rated wines in the world.

Cheers! SPG Members can now redeem Starpoints® for Chateau St. Michelle Premium Wines
Sheraton Hotels and Starwood Preferred Guest (SPG), in partnership with Chateau Ste. Michelle, is proud to introduce the Chateau Ste. Michelle Premium Rewards Wine Club for U.S. customers. SPG members may now redeem Starpoints for membership in this Wine Club which features specially chosen red and white wines with a history of high acclaim.

A 6-month membership is offered for 12,000 Starpoints and includes two quarterly shipments of two bottles each – one red and one white. A 12 month membership is available for 24,000 Starpoints and includes four quarterly shipments of two bottles each – one red and one white. Wine club members also receive an exclusive 20% discount on all purchases made at www.ste-michelle.com (some exclusions may apply). Visit www.sheraton.com/wineclub for more information.

For more information on Sheraton Hotels & Resorts, please visit www.sheraton.com or [Facebook](#). Follow Sheraton on [Twitter](#).

About Sheraton Hotels & Resorts

Sheraton helps guests make connections at more than 400 hotels in nearly 70 countries around the world and recently completed a \$6 billion global revitalization and is now in the midst of a \$8 billion global expansion over the next three years. Sheraton is owned by and is the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc., one of the leading hotel and leisure companies in the world with 1,146 properties in nearly 100 countries and 171,000 employees at its owned and managed properties. Starwood 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, Aloft®, and ElementSM. 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 also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit www.starwoodhotels.com.