



**KERATON AT THE PLAZA, A LUXURY COLLECTION HOTEL, JAKARTA
GOES DARK TO SHINE THE LIGHT ON CLIMATE CHANGE
HOTEL SUPPORTS WORLDWIDE EARTH HOUR MOVEMENT FOR THE
ENVIRONMENT**

Jakarta, March 8, 2016 --- Keraton at The Plaza, a Luxury Collection Hotel, Jakarta goes dark to shine the light on climate change with Earth Hour 2016. The hotel will join millions around the world in turning off lights for one hour on March 19, 2016 at 8.30 p.m. to illuminate a powerful message about environmental awareness and action.

The theme of the 2016 Earth Hour celebration focuses on climate change following a successful United Nation's COP21 conference in Paris. The annual global environmental awareness event was created and instituted by the World Wildlife Fund (WWF) in 2007 to emphasize the threat of global warming and the need to reduce carbon emissions.

Keraton at The Plaza is participating by turning off exterior signage lighting, turning off non-essential interior lighting while engaging guest rooms to participate in this year Earth Hour through in room messages. Furthermore, will host a special event, called Bengawan Unplugged. Spend Earth Hour with the socialites at Bengawan on March 19, 2016 and savor an extensive selection of authentic Indonesian buffet prepared by the Executive Sous Chef, Donny Kumala only at IDR 250.000 nett per person accompanied by traditional Indonesian Gamelan performance.

“It’s a privilege for us to support such a powerful movement with such a simple gesture. Earth Hour reflects a philosophy we try to practice year-round that we all must do our part and together we can make a big difference. Climate change affects everyone and it also has an impact on the

continued success of our business,” said Stephan Sieberg, General Manager of Keraton at The Plaza, a Luxury Collection Hotel, Jakarta.

Last year, nearly 600 Starwood properties around the world participated. In addition to conserving energy, many properties hosted events and activities that engaged associates and guests. Some projects and programming included themed menus designed to highlight local and organic foods and Earth Hour inspired cocktails; special performances, tailored concerts, and displays of traditional entertainment; and distinctive campaigns devised to support individual community initiatives and conservation efforts.

For further information or reservation, please contact 62-21 5030 2993 or bengawan.keratonattheplaza@luxurycollection.com.

About Keraton at The Plaza, a Luxury Collection® Hotel

Inspired by the Javanese word for “palace,” Keraton at The Plaza is a distinct and intimate luxury hotel offering a unique, modern interpretation of the rich Indonesian culture. Rising from the 8th to the 22nd floors of the Keraton building, Keraton at The Plaza is ideally located in the heart of Jakarta on Jalan Thamrin, a prestigious address that includes embassies, corporate headquarters, museums and Jakarta’s high-end shopping and entertainment complex, Plaza Indonesia. Keraton at The Plaza offers 140 spacious guest rooms and suites, including four sumptuous Keraton suites more than 135sqm each. Ranging in size from 61 – 140sqm, each guest room and suite is a haven of Javanese luxury, offering an open floor design with spectacular views of downtown Jakarta through floor-to-ceiling windows. With interior design by SCDA Singapore and the Burega Farnell, the sleek décor of Keraton at The Plaza is inspired by the diversity of Indonesia’s geography and culture, with splashes of color, rich woods, and intricate Batik floral patterns. Artworks displayed throughout the hotel are commissioned to Hadiprana, a famous Indonesian interior designer.

About The Luxury Collection Hotels & Resorts

The Luxury Collection® is a collection of hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world’s most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination’s indigenous charms and treasures. Magnificent decor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience. Originated in 1906 under the CIGA brand as a collection of Europe’s most celebrated and iconic properties, today The Luxury Collection brand is a glittering ensemble of more than 90 of the world’s finest hotels and resorts in

30 countries in bustling cities and spectacular destinations around the world. The Luxury Collection includes award-winning properties that continuously exceed guest expectations by offering unparalleled service, style and class while celebrating each hotel's distinctive heritage and unique character. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information, please visit www.luxurycollection.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 more than 1,200 properties in some 100 countries and over 180,000 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 Element®. 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.

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