



**HILTON HHONORS ANNOUNCES COMPLIMENTARY HIGH-SPEED
INTERNET ACCESS FOR GOLD AND DIAMOND MEMBERS
AT ALL 3,600 HOTELS WORLDWIDE**

MCLEAN, Va., (August, 2010) Hilton Worldwide announced today it will offer complimentary high-speed internet access to all Gold and Diamond Hilton HHonors members beginning Sept. 1, 2010. Elite-tier members will receive this benefit during stays at any of the more than 3,600 hotels within the company's global portfolio of 10 hotel brands, which include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations.

“There is tremendous guest demand for high-speed internet access today. Specifically, business travelers rank quality, high-speed internet access as one of the most important guest room attributes,” said Jeff Diskin, Senior Vice President, Global Customer Marketing, Hilton Worldwide. “By giving complimentary internet access to our Hilton HHonors Gold and Diamond members globally, we will meet our guests’ evolving demands.”

Hilton HHonors is the only loyalty program to offer guests the ability to earn hotel points and airline miles for the same hotel stay and enjoy hotel rewards with no blackout dates or capacity controls on all standard rooms. The program recently surpassed a record 26 million members, of which more than one million have joined in 2010, a nearly 13 percent increase in member enrollment over the same time frame in 2009. Hilton HHonors members typically generate 40 percent of the occupancy of Hilton Worldwide's portfolio of hotel brands annually, totaling more than 40 million guests.

In addition to the new complimentary high-speed internet access, Hilton HHonors' Gold and Diamond members receive additional exclusive benefits. These include complimentary room upgrades, breakfast and access to the Executive Floor lounges where available and to a special 48-hour advance mobile check-in feature through Hilton Worldwide's [Hilton](#), [Doubletree](#), [Embassy Suites](#), [Hilton Garden Inn](#) and [Hampton Hotels](#) iPhone applications.

To enroll in the Hilton HHonors program, guests must simply register at www.HHonors.com or call 1-800-HHONORS (1-800-446-6677).

About Hilton HHonors

Hilton HHonors is an esteemed guest reward program that gives frequent travelers a fast way to earn the rewards they want most. It is the only guest reward program to offer Points & Miles and No Blackout Dates with no capacity controls at more than 3,600 hotels. Members can Double Dip to earn HHonors points and airline miles for the same stay, at nearly any rate, at participating Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Home2Suites by Hilton and Hilton Grand Vacations. In addition to redeeming HHonors points for complimentary nights, Hilton HHonors members can also redeem points for merchandise, vacation packages, unique experience rewards and more. Membership in HHonors is free. Travelers may enroll online by visiting www.HiltonHHonors.com.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 91 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,600 hotels and 599,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®.

For more information about the company, please visit www.hiltonworldwide.com.

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