



**HILTON HOTELS CORPORATION ANNOUNCES THE ADDITION OF
THE BOULDERS RESORT TO
THE WALDORF ASTORIA COLLECTION BRAND**

*LUXURY RESORT SITUATED ON 1300 ACRES IN CAREFREE, ARIZONA IS
THE CROWN JEWEL OF THE SONORAN DESERT FOOTHILLS*

BEVERLY HILLS, CALIF. (March 26, 2009) - Hilton Hotels Corporation announces that The Boulders Resort in Carefree, Ariz., joins the Waldorf Astoria Collection today as the luxury brand's second resort in Arizona. This newest addition demonstrates Hilton's commitment to the expansion of its luxury and lifestyle brands in key markets worldwide. The first Arizona property of Waldorf Astoria Collection is the legendary Arizona Biltmore Resort and Spa, Phoenix, which is celebrating its 80th Anniversary.

Named for the imposing 12-million-year-old granite boulder formations, **The Boulders Resort's** dramatic and innovative architecture blends with the surrounding desert landscape. This extraordinary desert hideaway offers 160 adobe style casitas and 60 one, two and three-bedroom luxury villas. Each spacious accommodation features hand-hewn wood beamed ceilings, wood burning fireplaces, wet bars, large dressing and bathroom areas and private patios or decks overlooking the desert or the resort's two championship golf courses. The Boulders distinctive Southwestern architecture and accents, including massive entry doors crafted from hand rubbed woods, large fireplaces and glazed stone floors along with niches in the lobby walls showcasing Native American artwork, combine to create a relaxed yet sophisticated desert retreat.

The Boulder Resort's six restaurants range from elegant to casual, featuring innovative, Southwestern cuisine prepared from locally sourced ingredients. The Latilla is the resort's AAA Four Diamond restaurant, providing a sophisticated and elegant dining experience with organic signature items incorporating herbs grown on-property, free-range meats and poultry. In addition, The Latilla offers an extensive collection of organic wines.

Two Jay Morrish-designed championship golf courses have earned the distinction of providing 36-holes of challenging play and have won numerous accolades from travel and sports magazines as one of the finest golf resorts in the world. The Boulders Resort was recognized by *Golf* magazine as "Platinum Award Medal" winner, an exclusive ranking of the top10 golf

resorts in the U.S. For racquet enthusiasts, the Boulders offers eight tennis courts including three classic clay surfaces and five premier cushion courts.

The Golden Door Spa at The Boulders Resort reflects the integrity and spirit of the original Golden Door® in Escondido, Calif., blending Eastern and Western influences in its architecture and offering healing methods, treatments and philosophies. The 33,000-square-foot spa offers 24 private spaces in which an array of treatments incorporating indigenous herbs and rituals can be experienced. Bamboo accents, hand sculpted water fountains, aromatic candles and Japanese gardens reflect the Golden Door's Asian influences while artworks by local artisans, accented by a palate of cool desert hues and indigenous plantings, pay homage to the Southwest.

The Boulders Resort has also earned acclaim as a world-class conference venue accommodating groups up to 300. The Tohono Conference Center features 12,000 square feet of dedicated and flexible meeting space. The center's distinctive architecture evokes the ancient boulder formations for which the resort was named. A 5,400 square foot ballroom, foyer with retractable glass walls opening onto the Sunset Terrace, and full-service audio visual services combine to make the Tohono Center the perfect location for large or small meetings.

For the adventurous, The Boulder Resort's concierge staff can refer guests to a variety of outdoor activities ranging from hot air ballooning and bi-plane rides to rock climbing and desert jeep tours. Other resort amenities include el Pedregal shops and dining at the Boulders featuring Southwestern-inspired boutiques, art galleries and restaurants.

Ross Klein, Global Head, Luxury & Lifestyle Brands, Hilton Hotels Corporation commented: "Arizona is the premiere Southwestern destination for business and leisure travelers offering a chance to commune with a stunning natural setting – whether relaxing poolside or rock climbing in the Grand Canyon. We are excited to welcome The Boulders Resort to the Waldorf Astoria Collection which continues to offer authentic indigenous experiences to guests across the globe."

In addition to The Boulders Resort, the Waldorf Astoria Collection also includes eleven other properties - seven in the United States, comprising of the Arizona Biltmore Resort & Spa in

Phoenix, Arizona; Grand Wailea Resort Hotel & Spa in Maui, Hawaii; the Casa Marina Resort & Beach Club, the Naples Grande Beach Resort and The Reach Resort, Florida; La Quinta Resort & Club in Southern California; and the recently added El Conquistador Resort & Golden Door Spa in Puerto Rico. Internationally, the Waldorf Astoria Collection includes the 46-suite Qasr Al Sharq or “Palace of the Orient” in Jeddah, Saudi Arabia; the Rome Cavalieri; the Trianon Palace in Versailles, and The Bentley in London.

The company is also developing Waldorf Astoria Collection hotels and residences in key cities around the world and next year expects to launch the Dakota Mountain Lodge, The Waldorf Astoria Collection (Park City, Utah), The Boca Resort & Club, The Waldorf Astoria Collection (Boca Raton Florida) and the legendary The Roosevelt, The Waldorf Astoria Collection (New Orleans). The Palace Jerusalem, The Waldorf Astoria Collection (Israel) is expected to open in 2010.

All Waldorf Astoria Collection properties will participate in Hilton HHonors®, the only guest rewards program that allows members to earn Points & Miles® for the same stay and redeem points for free nights with No Blackout Dates. Hilton HHonors membership, earning of Points & Miles and redemption of points are subject to HHonors Terms and Conditions. For additional information or reservations visit www.waldorfastoriacollection.com.

About The Boulders Resort, The Waldorf Astoria Collection

An extraordinary desert hideaway, The Boulders Resort features 160 guest casitas and 60 one-, two- and three-bedroom villas, six restaurants and a lounge, two championship Jay Morrish-designed golf courses, eight tennis courts including three classic clay surfaces, five premier cushion courts and a full-service Golden Door Spa. For more information or reservations at the Boulders Resort, The Waldorf Astoria Collection, as of March 26, please call 888-579-2629. You can also call the property direct at 480-488-9009 or the Waldorf Astoria Collection reservations at 800-WALDORF (1-800-925-3673), or visit www.waldorfastoriacollection.com/scottsdale

About the Waldorf Astoria Collection™

The Waldorf Astoria Collection is a distinctive group of unique luxury hotels from the Hilton Family of Hotels, each indigenous to its destination and situated in key cities around the world. Home to world leaders, royalty and society's elite, the elegant Waldorf Astoria Collection assortment of hotels and resorts aims to provide affluent travelers with authentic, luxury experiences and unlimited opportunities for discovery. The Waldorf Astoria Collection is a member of Hilton's Luxury and Lifestyle Brands along with Denizen™ Hotels, Waldorf Astoria® and Conrad® Hotels & Resorts. For more information on the Waldorf Astoria Collection, please visit: waldorfastoriacollection.com

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