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HILTON HOTELS CORPORATION ANNOUNCES ADDITION OF NAPLES GRANDE BEACH RESORT TO WALDORF ASTORIA COLLECTION BRAND

Redesigned Florida Property to join the Waldorf Astoria Collection™ in 2009

BEVERLY HILLS, CALIF., USA – 12 February, 2009: Hilton Hotels Corporation today announces that the Naples Grande Beach Resort in Naples, Florida, has joined the Waldorf Astoria, continuing the luxury brand's expansion into key leisure markets worldwide.

Situated among lush palms and balmy sea breezes in Naples, Florida's exclusive Southwest city, along the Gulf of Mexico's Paradise Coast, the Naples Grande Beach Resort, Waldorf Astoria Collection is surrounded by 200 acres of Nature Preserve. Designed to coexist with its surrounding environment of clear water, unspoiled mangrove-lined beaches and lush green flora, the resort completed a multimillion-dollar renovation in 2007, unveiling an elaborate redesign indicative of the destination's changing face and solidifying its status as one of Florida's premier resorts.

Following in the footsteps of recent Florida additions to the portfolio the Casa Marina Resort & Beach Club, Waldorf Astoria Collection and The Reach Resort, Waldorf Astoria Collection, in Key West, Florida, the Naples Grande Beach Resort is the 11th hotel to join the prestigious Waldorf Astoria Collection, as the portfolio continues to expand into key indigenous destinations.

Featuring an 18-story tower with 395 luxuriously appointed guestrooms and 29 tower suites, the Naples Grande Beach Resort, Waldorf Astoria Collection combines comfortable elegance with the active lifestyle evocative of Naples' stunning setting. The resort offers an array of outdoor activities to acclimatize guests to the dazzling Florida scenery – from its Tennis Center with Har-Tru courts offering professional services managed by Peter Burwash International, to the exclusive championship golf course at Naples Grande Golf Club and including beachfront sailing, windsurfing and aqua cycling along three miles of Gulf of Mexico white sugar-sand beach.

Inside the resort all refurbished guest rooms feature a luxurious take on Floridian style while exuding the casual, comfortable elegance which has become the resort's signature. Custom designed furniture, hand-selected fabrics and luxurious touches such as silky window treatments, plush

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carpeting and sumptuous bedding enrich each guestroom and suite, while oversized closets, expansive bathrooms with five fixture arrangements and separate oversized tub/glass enclosed shower combinations provide the ultimate retreat.

The 50 self-contained Bungalows, adjacent to the main resort have been completely refurbished by Bob Barry and feature design elements of relaxed gray, beige and green and Asian-inspired clean, simple lines for an exclusive, private space for guests' relaxation. Elsewhere, the Naples Grande Beach Resort, Waldorf Astoria Collection offers three swimming pools and private cabanas with butler service, providing ultimate luxury and relaxation. For those guests seeking an extra level of luxury, the resort's Golden Door Spa - the first of its kind on the U.S. east coast - features elements of traditional Japanese architecture, serene gardens, relaxation pool, individual mp3 players and a meditation labyrinth, providing an awe-inspiring yet calming environment to unwind and relax.

Ross Klein, Global Head Luxury & Lifestyle Brands, Hilton Hotels Corporation, said: "Following in the footsteps of our most recent Florida additions to the portfolio, we are delighted to welcome the Naples Grande Beach Resort to the Waldorf Astoria Collection. This resort provides the perfect balance of stunning local scenery, and indigenous local experiences and intuitive, luxurious comfort, and the renovations have given a fresh face to an already popular destination."

The renovations also included the addition of a Strip House steak restaurant, a signature dining experience first introduced in Manhattan and featuring sumptuous silk furnishings and vintage Studio Manasse images. The Strip House offers an eclectic and design-rich fine dining space, designed by celebrated interior architect David Rockwell and featuring cuisine from acclaimed chef John Schenk. Also included in the renovations were a full redesign of the lobby and lounge space and updated meeting space – unveiling a banquet facility, the pool-facing Vista Ballroom which boasts floor to ceiling windows. With 2 further ballrooms, as well as an additional 27 meeting and breakout rooms, the Naples Grande Beach Resort, Waldorf Astoria Collection offers 80,000 square feet of flexible indoor and outdoor space, an accommodating base for all occasions, from bar mitzvahs to board meetings

In addition to the Naples Grande Beach Resort, Waldorf Astoria Collection, the Waldorf Astoria Collection also operates ten other properties - seven in the United States, comprising the inspiration

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for the brand, the legendary Waldorf Astoria® in New York; Arizona Biltmore Resort & Spa in Phoenix, Arizona; Grand Wailea Resort Hotel & Spa in Maui, Hawaii, La Quinta Resort & Club in Southern California, as well as the Casa Marina Resort & Beach Club, Waldorf Astoria Collection and The Reach Resort, Waldorf Astoria Collection, both in the Florida Keys. Internationally it operates the 46-suite Qasr Al Sharq or “Palace of the Orient” in Jeddah, Saudi Arabia, the Rome Cavalieri, and most recently the Trianon Palace in Versailles which joined the collection in December 08.

The company is also developing Waldorf Astoria Collection hotels and residences in key cities around the world and this year expects to launch the Waldorf Astoria Orlando in Florida, Dakota Mountain Lodge in Park City (Utah) and the Bentley Waldorf Astoria Collection in London. The Palace Jerusalem, Israel, the Waldorf Astoria Sarasota in Florida and the proposed the Waldorf Astoria Beverly Hills in California are also scheduled to open in 2010.

For additional information on the Waldorf Astoria Collection Naples Grand Beach Resort telephone 888-WALDORF (1-800-925-3673) or visit www.NaplesGrandeResort.com or www.waldorfastoriacollection.com. The Naples Grande Beach Resort, Waldorf Astoria Collection is now available on –Hilton Hotel Corporation Booking systems and guests can now earn Hilton Honors *Points* and *Miles*, and use Hilton *Rewards* at Naples Grande.

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Notes to Editors

About Naples Grande Beach Resort

Naples Grande reemerged in early 2007, as the quintessential “new” Naples beach resort offering a redesigned hotel and a refreshing environment indicative of the changing face of the destination: cool and fashionable, inviting and approachable. An elaborate renovation which culminated in 2007 with the addition of a Strip House steak restaurant and the first Golden Door resort spa on the U.S. east coast, also included a new lobby, restaurant and lounge, plus redesigned Bungalow accommodations and updated meeting space. Located on the Gulf of Mexico and designed to coexist with its unique surroundings of clear water, unspoiled mangrove-lined beaches and lush green flora, Naples Grande offers 474 luxurious guestrooms and suites, and a host of outdoor activities – from its Tennis Center with Har-Tru courts and professional services, to the exclusive championship golf course at Naples Grande Golf Club and beachfront sailing, windsurfing and aqua cycles on three miles on white sugar-sand beach.

For more information on Naples Grande Beach Resort, please call reservations at 800-WALDORF (1-800-925-3673), or visit www.NaplesGrandeResort.com or www.waldorfastoriacollection.com.

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About the Waldorf Astoria Collection (TM)

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 Waldorf Astoria Collection's 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 the Waldorf Astoria and Conrad® Hotels & Resorts. For more information on the Waldorf Astoria Collection, please visit: waldorfastoriacollection.com

Media Enquiries:

Luxury & Lifestyle Brands, Hilton Hotels Corporation

Nicola Piggott

Senior Brand Communications Manager, Americas

Tel: +1 310 206 4339

Email: nicola.piggott@hilton.com

Oshy Phillips

Senior Brand Communications Manager, Intl.

+44 (0)20 7856 8261

Email: oshy.phillips@hilton.com

Regional enquiries, Hilton Hotels Corporation

Lisa Cole

Director, Communications

Tel : +1 786 866 7239

Email: lisa.cole@hilton.com