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THE WALDORF=ASTORIA COLLECTION® DEBUTS NEW WEB SITE

*Luxury hotel brand gives travelers the opportunity to
discover unique experiences on the Internet*

BEVERLY HILLS, CA – June 26, 2007 – The Waldorf=Astoria Collection® is proud to debut the luxury collection's new Web site. The Web site, www.waldorfastoriacollection.com, has been designed to reflect the brand's classically elegant identity in the luxury travel market. The new Web site will inspire guests to discover The Collection as they effortlessly explore the infinite possibilities that await them at a Waldorf=Astoria Collection hotel.

The Web site brings to life the core foundation of The Collection of "discovery and unique experiences," through the brand's hallmarks including "spa," "weddings," "golf" and "meetings." Guests will experience these elements through stunning visual elements and comprehensive information. Additionally, the site highlights the uniqueness of each property and invites guests to discover each hotel or resort's own individual character, timeless architecture, special history and exceptional offerings within the confines of the property as well as the local environs.

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“We considered many factors for the design that would appeal to all audiences, including guests, travel agents and journalists,” said David Greydanus, senior vice president – brand management – The Waldorf=Astoria Collection. “From the usefulness and ease of navigating the informative content to the simplicity and elegance of its aesthetic appeal, we believe we have identified every facet to help anyone learn more about The Waldorf=Astoria Collection and its hotels,”

The Waldorf=Astoria Collection currently has four hotels in the United States, including the inspiration for the brand, the legendary Waldorf=Astoria® in New York, as well as the Arizona Biltmore Resort & Spa in Phoenix, Grand Wailea Resort Hotel & Spa in Maui, Hawaii and La Quinta Resort & Club in Southern California. The Collection also includes the 46-suite Qasr Al Sharq or “Palace of the Orient” in Jeddah, Saudi Arabia.

Hilton Hotels Corporation introduced this new luxury line of hotels and resorts to extend the cachet of the legendary Waldorf=Astoria hotel, which Conrad N. Hilton called “The Greatest of Them All.” As part of the Hilton Family of Hotels, the hotels and resorts in The Waldorf=Astoria Collection will benefit from the support of award-winning technology programs, the Hilton HHonors® guest reward program and the industry-leading Hilton Reservations Customer Care worldwide system. To learn more about The Waldorf=Astoria Collection and these luxurious hotels and resorts or to book a reservation, travel agents may visit: www.waldorfastoriacollection.com.

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