



# WALDORF ASTORIA®

HOTELS & RESIDENCES

## LEGENDARY WALDORF ASTORIA BRAND WELCOMES FIRST NEW BUILD HOTEL IN EUROPE

*Hilton Hotels Corporation Luxury Portfolio Continues To Grow*

**Berlin, London & Beverly Hills, CA, January 26, 2008** – Hilton Hotels Corporation (HHC) today announced that it has entered into a management agreement with Primrose Capital (UK) Ltd, to open the first new build Waldorf Astoria hotel in Europe. The Waldorf Astoria Berlin in Germany is anticipated to open towards the end of 2011 and will feature 242 luxury guest rooms and suites.

With one of the company's core strategic goals to develop and strengthen the Hilton Family's presence in the luxury and lifestyle sector, Waldorf Astoria, together with its sister brands, the Waldorf Astoria Collection and Conrad Hotels & Resorts, aims to substantially increase its global portfolio over the next few years, emphasize its distinct brand culture and highlight its innovative approach to luxury services. There are also plans to complement the existing luxury offering with the creation of a new lifestyle brand with global appeal which will further tap into the lifestyle and leisure market.

Today's signing reflects the HHC's dynamic luxury expansion in Europe, following the recent arrival of the Rome Cavalieri and Trianon Palace Versailles as part of the Waldorf Astoria Collection. Continuing this growth, the company has also unveiled plans for the launch of the Waldorf Astoria Collection in the United Kingdom and Israel with the anticipated opening of The Bentley in London later this year and The Palace Jerusalem in 2010.

Ross Klein, Global Head, Luxury & Lifestyle Brands, Hilton Hotels Corporation commented: "We are delighted to welcome the Waldorf Astoria Berlin to the Waldorf Astoria





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brand and the luxury portfolio. This hotel will build on the success of the renowned Waldorf Astoria in New York and enable guests to live the Waldorf Astoria legacy of personalized experiences. Moreover, this announcement underscores our commitment to continue to actively grow our luxury offering worldwide and further accommodate demands for discerning luxury.”

The debut of Germany’s first Waldorf Astoria in 2011 will see the hotelier operating four different Hilton Family products in Germany, reflecting HHC’s strategy to rollout its portfolio of hotel brands throughout key markets which have been targeted for further expansion.

“The signing of our first-ever new build Waldorf Astoria development in Germany, and indeed Europe, is an historic occasion for us,” said Simon Vincent, President of Hilton Hotels Corporation – Europe. “The introduction of our modern luxury hotel brand to one of Germany’s finest cities is representative of our strategy to integrate our successful Hilton Family of Hotel brands into key destinations throughout Europe - enabling us to provide an incredible range of quality accommodation to our customers wherever they travel. By opening up choice in the marketplace we will be offering a hotel product to suit all sectors and budgets – from luxury through to mid-market, focused service accommodation.”

Situated in a prime position in the western part of Germany’s capital city – near Bahnhof Zoo train station and adjacent to a metro station - the Waldorf Astoria Berlin will be located close to many of Berlin’s attractions, including the popular Kurfürstendamm shopping district. The 31 storey hotel will feature over 1,100 square metres of dedicated conference and meeting facilities, in addition to a lavish spa and wellness area, a stylish restaurant and bar and on-site parking. It is anticipated that the hotel’s central location combined with excellent transport links to rail, bus and airports, will be a key appeal for both business and leisure visitors.

The new Waldorf Astoria Berlin will be the second Hilton Family property in the city and will compliment the 591-room Hilton Berlin hotel, which is situated just four kilometres away.

HHC currently operates 14 hotels in Germany – 13 Hiltons and one Hilton Garden Inn. In addition to today’s announcement, the company has also revealed it expects to open three new



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hotels in Germany this year – Hampton by Hilton Düsseldorf, Hilton Frankfurt Airport and Hilton Garden Inn Frankfurt Airport.

The company is developing Waldorf Astoria hotels and residences in key cities around the world and over the next few years expects to launch The Waldorf Astoria Orlando in Florida (2009), The Waldorf Astoria Sarasota (2010), The Waldorf Astoria Montreal (2011), the Waldorf Astoria Shanghai (2011), the proposed Waldorf Astoria Beverly Hills (2011) and the Waldorf Astoria Philadelphia (2012).

- Ends -

### Notes to Editors:

#### **About Waldorf Astoria® hotels**

Waldorf Astoria is the prestigious luxury brand from the Hilton Family of Hotels that is founded on the timeless, cultured and legendary traditions that are synonymous with the Waldorf Astoria name. This distinguished luxury brand anticipates and fulfills the needs of today's luxury global traveler by providing guests the opportunity to live the Waldorf Astoria legacy of personalized experiences. Future Waldorf Astoria hotels will be located in gateway cities worldwide and are expected to include: The Waldorf Astoria Orlando (2009), The Waldorf Astoria Sarasota (2010), The Waldorf Astoria Montreal (2011), the proposed Waldorf Astoria Beverly Hills (2011), the Waldorf Astoria Berlin (2011), the Waldorf Astoria Shanghai (2011) and the Waldorf Astoria Philadelphia (2012). The Waldorf Astoria is a member of Hilton's Luxury and Lifestyle Brands along with The Waldorf Astoria Collection and Conrad Hotels & Resorts.

#### **About Hilton Hotels Corporation**

Hilton Hotels Corporation is the leading global hospitality company, with more than 3,000 hotels and 500,000 rooms in more than 74 countries and territories, including 135,000 team members worldwide. The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton®, Conrad® Hotels & Resorts, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton® and The Waldorf Astoria Collection™.

The Hilton Family of Hotels adheres to founder Conrad Hilton's philosophy that, "It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: be hospitable®. The philosophy is shared by all nine brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity.

For more information about our company, please visit [www.hiltonworldwide.com](http://www.hiltonworldwide.com), and to learn more about our be hospitable philosophy, please visit [www.behospitable.com](http://www.behospitable.com)

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