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HILTON GARDEN INN® GARNERS SEGMENT-FIRST SIXTH CONSECUTIVE-YEAR HIGHEST RANKING WHILE EMBASSY SUITES HOTELS AND HOMEWOOD SUITES BY HILTON DOMINATE J.D. POWER AND ASSOCIATES AWARDS IN RESPECTIVE SEGMENTS

*Hilton Garden Inn Earns Highest Ranking in Mid-Scale Chains with Full Service
Embassy Suites Hotels Achieves Highest Ranking in Study for Unprecedented Sixth Time
Homewood Suites by Hilton Reclaims Highest Ranking within Extended Stay Hotel Chain for Fifth Time
Hampton Moves Up in Rankings*

BEVERLY HILLS, Calif., July 24, 2007 – The Hilton Family of Hotels has received three highest-ranking awards in the J.D. Power and Associates 2007 North America Hotel Guest Satisfaction Index Study(SM), outperforming all other hospitality companies within their respective hotel segments and *capturing an unprecedented sixth consecutive-year award in the mid-scale full-service segment*, as such:

- **Hilton Garden Inn®** has achieved “Highest Guest Satisfaction Among Mid-Scale Hotel Chains with Full Service” for an **unprecedented sixth consecutive year**;
- **Embassy Suites Hotels** has reclaimed “Highest Guest Satisfaction Among Upscale Hotel Chains” and has placed highest for an **unprecedented sixth time overall in the study**; and
- **Homewood Suites by Hilton** has reclaimed the “Highest Guest Satisfaction Among Extended Stay Hotel Chains” having achieved the recognition for the **fifth time** (tied for highest in 2004)

“As the only hotel company to receive three highest-ranking J.D. Power and Associates 2007 awards, including a sixth consecutive highest ranking, the results underscore our leadership within the hospitality industry and most importantly, as indicated by customers,” said Tom Keltner, chief executive – Americas & global brands for Hilton Hotels Corporation. “It is extremely gratifying for several of our brands to be recognized by J.D. Power and Associates as industry leaders in guest satisfaction; we especially applaud the wholehearted commitment by owners and team members to provide extraordinary product and customer service.”

Hilton Garden Inn Receives Unprecedented Six Consecutive-Year “Highest Guest Satisfaction Among Mid-Scale Hotel Chains with Full Service”

Hilton Garden Inn[®], the mid-priced brand of 326 hotels, has received the “Highest Guest Satisfaction Among Mid-Scale Hotel Chains with Full Service” award in the J.D. Power and Associates 2007 North America Hotel Guest Satisfaction Index StudySM. This is the **sixth consecutive** year that Hilton Garden Inn has been recognized with the award, outperforming all other mid-scale, full-service brands included in the study. According to the study, Hilton Garden Inn received the highest ratings in all key measures of guest experience; specifically, reservations, check-in/check-out, guest room, food and beverage, hotel services, hotel facilities and costs and fees.

Hilton Garden Inn locations throughout North America and Europe feature amenities that help guests to sleep deep, stay fit, eat well and work smart while on the road. Guestrooms offer the Garden Sleep SystemTM bed; Mirra[®] chair by Herman Miller; complimentary wired and Wi-Fi high-speed Internet access and remote printing to the hotel’s complimentary 24-hour business center; a clutter-free oversized desk and ample plugs and outlets for charging portable electronics. Every hotel also features the Pavilion Pantry[®] where guests can purchase snacks, sundries and microwaveable items; a full service restaurant offering freshly cooked-to-order breakfast, dinner and evening room service; a comfortable lounge area and bar; flexible meeting space; a complimentary workout facility with state-of-the-art cardiovascular and strength training equipment; Stay Fit Kits[®] that can be checked out by guests at the hotel front desk; and a swimming pool and whirlpool.

Embassy Suites Hotels Achieves “Highest Guest Satisfaction Among Upscale Hotel Chains” Award; Celebrates Sixth Award Overall in Study

Embassy Suites Hotels[®], the nation’s leading all-suite upscale hotel brand, has ranked highest in the upscale segment with the “Highest Guest Satisfaction Among Upscale Hotel Chains” award in the J.D. Power and Associates 2007 North America Hotel Guest Satisfaction Index StudySM. This represents the sixth time the brand has received the highest ranking award overall, including highest ranking in the all-suite segment prior to 2001.

Embassy’s “20|10” brand enhancement plan has introduced new elements of service and product delivery including Embassy BusinessLink Business Centers and EmbassyDirect Registration Kiosks featuring airline boarding pass printing in all properties. The program also has introduced fresh elements to augment the brand's position in the all-suite category, including their new Embassy Essentials bedding program and contemporary Bloom Bath amenities. During the past year extensive renovations to within many properties in key markets have helped to promote greater consistency across all hotels within the brand.

According to the study, Embassy Suites Hotels received the highest ratings in three of seven key measures of guest experience with special attention in the following areas: check-in/check-out, food and beverage, and costs and fees.

Homewood Suites by Hilton® Recaptures “Highest Guest Satisfaction Among Extended Stay Hotel Chains;” Marks Fifth Award in Seven-Year History of Segment

Homewood Suites by Hilton, the national brand of more than 200 all-suite residential-style hotels, continues to dominate the extended stay category, receiving its fifth award out of the segment’s seven-year history with its recognition as “Highest in Guest Satisfaction Among Extended Stay Hotel Chains” in the J.D. Power and Associates 2007 North America Hotel Guest Satisfaction Index StudySM. The recognition underscores the brand’s unwavering focus on top quality and guest satisfaction underscored by its highest ratings in five of seven key measures of the hotel experience; specifically, check-in/check-out, guest room, hotel services, hotel facilities, and costs & fees.

With its innovative online Suite Selection program, Homewood Suites by Hilton is the first hotel brand in the industry to offer guests the ability to view a hotel floor plan and select a room preference in advance of arrival. **Suite Selection** features floor plans, photographs and descriptions of every room type in the more than 200 hotels throughout the U.S., as well as hotels in Canada, and Mexico (to open in September 2007.) The functionality is available to Hilton HHonors® Gold and Diamond members. By end of 2007, the extended stay brand anticipates making this tool available to anyone with an HHonors profile.

Homewood Suites by Hilton is taking an innovative approach to the training of its team members. The extended stay brand currently is launching **Mobile Learning** with video iPods in every Homewood Suites property in an effort to enhance guest service and skill development among the brand’s 5,000 to 6,000 team members. The iPod’s® portability and relatively simple to use technology will provide ongoing updates to employees.

Homewood Suites locations offer the Distinctly Homewood bed, complimentary wired and wireless high-speed Internet access, and a complimentary 24-hour business center. Every hotel also features the complimentary Suite Start® hot breakfast; the complimentary Welcome Home® reception, featuring a light meal and beverages Monday through Thursday; signature Suite Shop® where guests can purchase snacks, sundries and microwaveable items; flexible meeting space; a complimentary workout facility; and a swimming pool and whirlpool.

Hampton Further Improves Customer Satisfaction Scores

The Hampton brand increased customer satisfaction scores overall in the “Mid-Scale with Limited Service” segment in the J.D. Power and Associates 2007 North America Hotel Guest Satisfaction Index StudySM, improving its placement by one ranking, from third in 2006 to second this year.

Hampton Hotels announced in January 2007 that the hotel brand’s guest rooms – equaling more than 140,000 rooms and approximately 210,000 beds – in more than 1,400 hotels now feature its new “Cloud Nine. The new Hampton bed experience.” The bed is the most recent innovation in the \$100 million Make It

Hampton initiative, which – at its culmination – will incorporate four million system-wide upgrades designed to meet the changing needs of busy business and leisure travelers. Since January 2004, Make It Hampton has debuted new products and services ranging from a new complimentary On the House® hot breakfast and On the Run breakfast bags™, Purity Basics® bath products and a curved shower rod, complimentary high-speed Internet access and the industry's easiest-to-set alarm clock/radio. Make It Hampton is the single most rapid, most extensive transformation ever undertaken by a hotel brand, dramatically enhancing the guest experience across all of its hotels.

About the J.D. Power and Associates Hotel Guest Satisfaction Study

The 2007 North America Hotel Guest Satisfaction Index Study is based on responses from approximately 47,634 guests who stayed in a hotel between May 2006 and June 2007.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is an ISO 9001-registered global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [hotel ratings](#), [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About Hilton Family of Hotels

Combined with its Hilton HHonors® guest reward program, cross-selling, a worldwide sales force and OnQ technology that facilitates recognition of guest preferences, the Hilton Family of Hotels value proposition dramatically increases guest loyalty. As a result, all of the award-winning brands command significant RevPAR premiums over their respective competitive sets.

The Hilton Family of Hotels implements several quality assurance programs, including substantial investment in consumer research annually. The research includes proprietary tracking studies such as SALT (Satisfaction and Loyalty Tracking) and several custom research projects to maximize understanding of consumer trends in total hotel quality and customer satisfaction.

Hilton Hotels Corporation (NYSE:HLT) is the leading global hospitality company, with more than 2,800 hotels and 480,000 rooms in 76 countries and territories, including 100,000 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 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, and to learn more about the **be hospitable** philosophy, please visit www.behospitable.com.

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