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**HAMPTON HOTELS AND MARCUS ALLEN REACH OUT TO
COLLEGE FOOTBALL FANS IN COLUMBUS**

Holiday Campaign Offers Traveling Tailgaters Extra Chance to Score

Beverly Hills, CA, November 21, 2008– Hampton® Hotels, a leader in the hospitality industry, will be out and about in Columbus, OH, with Marcus Allen November 22, 2008, encouraging football fans and the traveling college alumni community to stay with Hampton Hotels when booking their college game days away.

Former college football All-American and Heisman Trophy winner, Marcus Allen, will participate in a “chalk talk” session with hotel guests at the Hampton Inn & Suites® Columbus Downtown, discussing game day tactics for both the Ohio State and University of Michigan football teams. Allen will also help host Hampton’s Dunk the Mascot tailgate event near Ohio Stadium at 2211 Tuttle Park Place before kick-off. “As a professional athlete and now a businessman, I’m on the road quite a bit,” said Marcus Allen. “Where to stay is one of the most important decisions I make when booking travel and it’s important that I can rely on my hospitality destination for comfort and ease. Hampton Hotels regularly provides guests with friendly care that is unmatched anywhere else.”

Football fans booking their holiday travel online at www.hampton.com between now and January 4, 2009, can take advantage of Hampton’s Holiday Hit the Road Rates® *, which provide guests with 10 percent off the best available rate for stays between Thursday and Sunday night at participating Holiday Hit the Road Rate locations. In addition, guests can receive a \$10 Visa® Prepaid Card** when they

book any weekend stay on hampton.com. Members of the Hilton HHonors® guest rewards program will also receive 250 bonus Hilton HHonors points*** for travel booked online during the promotional period.

“We are excited to have Marcus Allen hosting a chalk talk at our hotel. This will be an unexpected delight for our guests and team members and highlights that even celebrities appreciate the comforts, friendly service and complimentary amenities that our hotels provide,” stated Matt Kolbrich, general manager for the Hampton Inn & Suites Columbus-Downtown.

This college football season marks Hampton Hotels’ second year as the official sponsor of ESPN Saturday Night Prime Time College Football. Those interested in learning more about Hampton hotels can visit www.hampton.com.

*Hit the Road Rates are valid for weekend stays that are booked via Hampton.com by January 4, 2009 and consumed between November 4, 2008 and January 5, 2009. Discount rate only valid Thursday through Sunday nights. Cannot be combined with other discount offers. Stay must include a Friday or Saturday night. Rates do not include taxes, gratuities and other incidental charges and are available at participating Hampton hotels only. Rates vary by location and are subject to availability. 10% off Best Available Rate. Best Available Rate ("BAR") is the applicable rate based on the arrival/departure and length of stay pattern for specific dates of stay (and are unique to the time of purchase). BAR rates are unrestricted, non-qualified rates and exclude discount or negotiated rates not available to the general public, including but not limited to: membership, corporate or government rates, promotional rates, group rates, packages or other unpublished rates, and rates available on "opaque" websites.

**Stay must include a Friday or Saturday night to receive the \$10 Visa® Prepaid Card. The \$10 Visa® Prepaid Card will be fulfilled 7 - 10 business days after the stay is completed. Any major credit card is accepted for the booking. Visa is not a sponsor of this promotion. Card issued by West Suburban Bank pursuant to a license from Visa U.S.A. Inc. Card can be used at any merchants that accept Visa debit cards.

***Offer valid for stays booked online and completed between November 4, 2008 and January 5, 2009. To participate in this Hilton HHonors bonus point offer, you must register your Hilton HHonors number via hampton.com/holiday as directed on-screen before you book your reservation. You must book your stay through Hampton.com to receive this special offer. Hilton HHonors membership, earning of Points & Miles® and redemption of points are subject to HHonors Terms and Conditions.

About Hampton Hotels

Hampton, which includes Hampton Inn, Hampton by Hilton and Hampton Inn & Suites hotels, is a mid-priced leader in the lodging segment. Hampton is part of Hilton Hotels Corporation, the leading global hospitality company, with more than 3,000 hotels and 500,000 rooms in 74 countries and territories, with more than 135,000 team members worldwide. The company owns, manages or franchises some of the best known and highly regarded hotel 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™.

Hilton Hotels Corporation is an Official Sponsor of the U.S. Olympic Team, which will extend through the 2010 Olympic and Paralympic Winter Games in Vancouver, the 2012 Olympic and Paralympic Games in London, the 2010/2012 U.S. Paralympic Team and the 2011 U.S. Pan American Team.

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.