



**CONTACT:** Charmaine Easie-Samuels  
Hampton Brand Communications  
901-374-6462  
[charmaine.easie-samuels@hilton.com](mailto:charmaine.easie-samuels@hilton.com)

Esther Rawlings  
Cohn & Wolfe  
310-967-2953  
[esther.rawlings@cohnwolfe.com](mailto:esther.rawlings@cohnwolfe.com)

**DECK THE HALLS WITH HAMPTON'S HOLIDAY HIT THE ROAD RATES**  
***Hampton Hotels Spices Up the Holidays with Seasonal Weekend and Weekday offers***

**Beverly Hills, CA, December 3** – This holiday, Hampton Hotels is making the season bright – and light on the wallet – with its Holiday Hit the Road Rates®. Between now and January 4, 2009, Hampton is offering guests 10 percent off the best available rate for stays between Thursday and Sunday night at all 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](http://hampton.com).

"The holidays should be about reuniting with friends and families and not fretting over finding a comfortable and affordable location near your destination," said Judy Christa-Cathey, vice president of brand marketing for Hampton Hotels. "With Hampton's Holiday Hit the Road Rates and its continued 100% Satisfaction Guarantee, guests can save money on their holiday accommodations without sacrificing the quality of their stay."

To enjoy Hampton's Holiday Hit the Road Rates, travelers need only click through the Hampton masthead on [hampton.com](http://hampton.com) or any of Hampton's banner advertisement. Guests will then be directed to the appropriate booking search engine page where they can book their discounted travel between now and January 4<sup>th</sup>, 2009. In order to take advantage of the special rates, travel must be completed by January 5<sup>th</sup>, 2009 and valid Thursday through Saturday night stay.

For those wishing to put an extra holiday jingle in their pockets, Hampton guests who stay over on a Friday and/or Saturday night can receive a \$10 Visa Prepaid card by entering the promo code "VISA" during the online booking reservation process. The VISA code can be used regardless of the rate travelers are booking for more details on receiving this card see details on [hampton.com](http://hampton.com), seven to 10 business days after the stay is completed, the gift cards will be sent directly to guests via U.S. mail.

Hilton HHonors® members can also receive 250 bonus points for stays booked at Hampton.com and consumed by January 5, 2009. To receive this special offer, guests must register their HHonors number online, as directed on-screen before they book a reservation. This offer is good seven days a week, regardless of the rate plan, and applies to all stays booked on Hampton's Web site. Additionally, members

of the Hilton HHonors program can earn Points & Miles<sup>®</sup> for the same stay at Hampton and Hampton Inn & Suites hotels.

Hampton backs its quality and value with its 100% Satisfaction Guarantee, which states if you're not satisfied, we don't expect you to pay. To make reservations for Holiday Hit the Road Rates for any participating Hampton Inn<sup>®</sup> or Hampton Inn & Suites<sup>®</sup> hotels, travelers may access the brand's Web site at [hampton.com](http://hampton.com).

#### **About Hampton Hotels**

Hampton, which includes Hampton Inn<sup>®</sup>, Hampton by Hilton<sup>®</sup> and Hampton Inn & Suites<sup>®</sup> hotels, is a mid-priced leader in the lodging segment. Hampton is part of Hilton Hotels Corporation, a 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<sup>®</sup>, Conrad<sup>®</sup> Hotels & Resorts, Doubletree<sup>®</sup>, Embassy Suites Hotels<sup>®</sup>, Hampton Inn<sup>®</sup>, Hampton Inn & Suites<sup>®</sup>, Hilton Garden Inn<sup>®</sup>, Hilton Grand Vacations<sup>™</sup>, Homewood Suites by Hilton<sup>®</sup> and The Waldorf=Astoria Collection<sup>™</sup>.

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<sup>®</sup>**. 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 Hampton Hotels, please visit [www.hampton.com/pressandmedia](http://www.hampton.com/pressandmedia).

#### **Terms & Conditions**

\* Best available rate ("BAR") is a specific rate type. 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. . Offers valid for stays booked online between now and January 4, 2009, and completed by January 5, 2009. Stay must include a Friday or Saturday night to receive the US\$10 Gift Card. The US\$10 Gift Card will be fulfilled seven to ten business days after the stay is completed. See [hampton.com/holiday](http://hampton.com/holiday) for details.

Hit The Road Rates<sup>®</sup> cannot be combined with other discount offers. Discount rate only valid Thursday through Sunday nights. 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. To participate in this offer, you must register your Hilton HHonors number via [hampton.com/holiday](http://hampton.com/holiday) as directed on-screen before you book. You must book your stay through Hampton.com. Hilton HHonors<sup>®</sup> membership, earning of Points & Miles<sup>®</sup> and redemption of points are subject to HHonors Terms and Conditions.

Visa prepaid card is issued by West Suburban Bank pursuant to a license from Visa U.S.A. Inc. and can be used at any merchants that accept Visa debit cards.

###