



CONTACT: Charmaine Easie-Samuels/ Tori Roberson
Hampton Brand Communications
901-374-5534 / 901-201-1022
Charmain.Easie-Samuels@hilton.com
Tori.Roberson@hilton.com

Andrew Garson
Cohn & Wolfe
310-967-2907
Andrew_Garson@cohnwolfe.com

“LET THE DREAMS BEGIN”™: HAMPTON UNVEILS 2008 SUMMER PROMOTION

As A Proud Sponsor of the US Olympic Team and USA Cycling, Hampton Hotels Celebrates the 2008 Olympic Games with Special Summer Rates and Exclusive Online Giveaways

Memphis, Tenn., June 5 – Hampton® Hotels, a leader in the hospitality industry, is giving travelers yet another reason to put the rubber to the road this summer in celebration of the Olympic Games with the launch of their exclusive 2008 Summer Promotion. Beginning with the Let the Dreams Begin Rate*, which offers guests 10 percent off the best available rate** of all weekend stays from June 5 through September 1, 2008 when they book through Hampton.com, Hampton will reward all HHonors members who book the rate with an additional 250 Hilton HHonors bonus points for any weekend stay from June 5 through September 1, 2008.

While guests can look forward to continued savings this Summer, Hampton is offering everyone an opportunity to win an assortment of daily prizes. Each person who visits www.HamptonDreams.com, a special Olympic-themed site, to play Hampton’s instant win game is eligible to play for a prize ranging from a road bike to a free weekend stay, to a Grand Prize vacation package worth upwards of \$5,000.

The instant win game on HamptonDreams.com will offer exciting prizes all summer long leading up to and extending beyond the actual Olympic Games. Throughout the remainder of June, consumers will have the opportunity to play for the chance to instantly win a road bike along with a gift bag containing a t-shirt, water bottle, and toolkit. During the month of July, consumers will have the opportunity to play for the chance to win a bike/gift bag as well as a pre-paid \$300 gift card and a weekend stay at any of the 1,500 plus Hampton Hotel properties. Lastly, beginning in August and lasting through September 3, 2008, consumers will have the opportunity to play for the chance to win a Grand-Prize “Create Your Own Dream” vacation valued at up to \$5,000.

“The Let the Dreams Begin promotion will provide travelers with an opportunity to save with Hampton and it will give everyone a chance to play for the chance to win the vacation of their dreams,” said Phil Cordell, senior vice president of brand management for Hampton Hotels. “This was the perfect opportunity for us to reinforce the Hilton Family’s proud sponsorship of the USA Olympic team and Hampton’s specific sponsorship of USA Cycling.”

Those interested in learning more about the Let the Dreams Begin promotion can visit www.hampton.com or www.hamptondreams.com.

*Subject to availability. Valid for stays at participating Hampton Hotels between 6/5/08 through 9/1/08 that are booked via Hampton.com. Stay must include a Friday or Saturday night. Discount rate only valid Thursday through Saturday nights. Cannot be combined with other discount offers. Hilton HHonors membership, earning of Point & Miles®, and redemption of points are subject to [HHonors Terms and Conditions](#).

**Excludes promotional and other rates. 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.

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, 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.

###