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**HAMPTON® ANNOUNCES GRAND OPENING
OF HAMPTON INN & SUITES BY HILTON SAINT JOHN**

Brand's First Hotel in Atlantic Canada, 21st in Country

MEMPHIS, Tenn., Jan. 16, 2008—Hampton (www.hampton.com), the international brand of more than 1,450 mid-priced Hampton Inn® and Hampton Inn & Suites® hotels, today announced the opening of the 116-room Hampton Inn & Suites by Hilton in Saint John, New Brunswick, Canada. This hotel features three King Suites and 29 King Studio Suites. The hotel is operated by Pacrim Hospitality Services, Inc. (PHSI) and marks the brand's entry into the Atlantic Canadian market.

“Canada remains an important growth market for us, particularly with its sustained economic growth and strong dollar,” said Phil Cordell, senior vice-president, Hampton brand management. “The country remains underserved in the limited-service market and we believe there is room to grow exponentially there in the coming years. We currently have 21 Hampton by Hilton hotels open in six provinces and enjoy strong brand awareness nationwide.”

Located at 51 Fashion Drive in the rapidly growing East Point Shopping development in Saint John, the four-story hotel is near such area attractions as McAllister Place Shopping Center, Harbour Station and New Brunswick Community College. The property provides 1,200 square feet of meeting space to accommodate up to 45 people, a 24-hour business center, indoor swimming pool, hot tub and 80-foot waterslide. Guest rooms are equipped with complimentary, high-speed Internet access, flat screen televisions and granite-topped vanities, and a complimentary hot and cold breakfast is offered each morning.

Allan Grossman, chairman of ASG Financial Corporation in Toronto, speaking for investors, indicated that, “the opportunity to join with Hilton Hotels, with Pacrim Hospitality Services and with the business community of Saint John has made this a very rewarding project for all involved. We anticipate great success at this property.”

To celebrate its opening, the hotel is offering a \$99 introductory rate, and working with many East Point Shopping and area merchants to create a shopping package featuring discounts and coupons for many of the areas fine shops and restaurants. For additional information on the hotel, visit on-line at www.hamptoninnsaintjohn.com or contact the hotel directly at (506) 657-4600.

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About Pacrim Hospitality Services, Inc.

Pacrim Hospitality Services, Inc. (www.pacrimhospitality.com) is one of Canada's leading, privately owned hotel management companies with a portfolio of 47 hotels throughout Canada and the U.S., aggregating more than 4,700 rooms and suites. PHSI is the preferred management company of Holloway Lodging REIT (www.hlreit.com) and is based in Halifax, Nova Scotia, Canada.

About Hampton Hotels

Hampton, which includes Hampton Inn 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 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 by Hilton[™], Embassy Suites Hotels by Hilton[™], Hampton Inn by Hilton[™], Hampton Inn & Suites by Hilton[™], 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 our **be hospitable** philosophy, please visit www.behospitable.com.

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