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**HAMPTON HOTELS TEAMS WITH AAA
TO LET GUESTS SNUGGLE ON *CLOUD NINE BEDS*
*AAA members receive a special discount on Hampton room rates
and can win the "Cloud Nine. The Hampton bed experience"***

Beverly Hills CA, May 27, 2009 – Hampton® Hotels announced today a special summer promotion that will award AAA members with a blissful night's rest, additional savings and the chance to win Hampton's "Cloud Nine. The Hampton bed experience" package.

AAA members that book a stay online at www.hampton.com/aaaoffer that includes a Friday or Saturday night will receive 10 percent off the lowest available rate, a \$9 Amazon.com gift card and the chance to win the grand prize sweepstakes of "Cloud Nine. The Hampton bed experience" for their home. To be automatically entered for the grand prize of snuggly soft bedding, members will need an AAA member number and to enter the promo code "CLOUD9" when booking their stay. The promotion is open to AAA members now through June 30, 2009.

"Hampton Hotels is continually developing ways to provide added value to each guest's stay with us," said Judy Christa-Cathey, vice president of brand marketing for Hampton Hotels. "Hampton conducted extensive research to develop a bed that delivers the ultimate sleep experience to guests, and the outcome is our 'Cloud Nine. The Hampton bed experience.' Now we want to share this extremely comfortable bedding combination with valued guests through this sweepstakes offer to AAA members."

"Cloud Nine. The Hampton bed experience" encompasses a selection of the most comfortable bedding combination possible. The bedding prize includes: a choice of queen or king-size bedding, two feather/down pillows, two lumbar pillow inserts, covers to offer back support where needed and a snowy white duvet cover with snuggle-soft insert. Additionally, the prize includes a quilted mattress pad and bed skirt.

Hampton Hotels' AAA Promotion and Sweepstakes

As an additional offering from Hampton, guests can choose to purchase this signature bedding for their home through www.hamptonhomecollection.com. From the extra-cozy duvet insert to the sleek, supportive lumbar pillow and lap desk to even the mattress itself, guests can enjoy the comforts of Hampton in their home.

With nearly 1,700 locations throughout the United States, Canada, Latin America and Europe Hampton offers guests a value-driven experience wherever they travel. In each Hampton Hotel, guests will receive a free On the House® hot breakfast, free high-speed internet access in the rooms and lobbies and the exclusive "100% Hampton Satisfaction Guarantee".

Terms and Conditions

Subject to availability at participating hotels. Must present AAA member card upon arrival. Amazon.com is not a sponsor of this promotion. Amazon, Amazon.com and the Amazon.com logo are trademarks of Amazon.com, Inc. or its affiliates. Amazon.com Gift Cards ("GCs") may be used only to purchase eligible goods on Amazon.com or its affiliated website Endless.com. GCs cannot be redeemed for purchases of gift certificates or cards, or for items from some third party sellers. GCs cannot be reloaded, resold, transferred for value, redeemed for cash, or applied to any other account. For complete terms and conditions, see <http://www.amazon.com/gc-legal>. GCs are issued and ©2009 by ACI Gift Cards, Inc., a Washington company.

Valid for stays that include a Friday or Saturday, May 1, 2009 through June 30, 2009 completed by July 1, 2009 at participating hotels. No purchase necessary. Snuggle Up With Hampton Sweepstakes is open to U.S. residents only, AAA members of majority age as of April 30, 2009. Void where prohibited. Click here for official rules.

Please allow up to two weeks after the completion of your stay for an Amazon.com Gift Card. You will receive a \$9 Amazon.com Gift Card claim code via email to the address you provide at time of booking.

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. For more information www.hampton.com

About Hilton Hotels Corporation

Hilton Hotels Corporation is the leading global hospitality company, with more than 3,300 hotels and 550,000 rooms in 77 countries and more than 130,000 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®, the Waldorf Astoria™ and the Waldorf Astoria Collection™, as well as the recently launched Home2 Suites by Hilton™. The company also manages the world-class guest reward program Hilton HHonors®.

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

Hampton Hotels' AAA Promotion and Sweepstakes

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 the company, please visit www.hiltonfamily.com.

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