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HAMPTON HOTELS SUPPORTS PARENTS WITH “CASH FOR COLLEGE”

Guests Can Win \$5,000 for Tuition When Booking a Stay at Hampton

Beverly Hills CA, June 2, 2009 – The excitement of visiting college and university campuses just got a boost with Hampton® Hotels’ “Cash for Colleges” contest to award families with funds for their college-bound children’s tuition. With tuition costs of four-year private universities up 5.9 percent from last year to \$25,143 and at four-year public universities up 6.4 percent to \$6,585*, as the mid-priced hotel leader, Hampton can be a valuable resource for parents and students visiting college and university campuses either to select a school or visit their children after they’ve already chosen.

Now through December 7, 2009, while on the road picking the perfect university, parents that book a stay online at a Hampton hotel at www.hampton.com/collegetours automatically will be entered into the “Hampton’s Cash for College Sweepstakes” to win one of two, \$5,000 grand prizes, which can be applied to the rising costs of college tuition.

“We know selecting a university is a very thrilling time for the family, and that the looming costs of higher education can be daunting to parents,” said Judy Christa-Cathy, vice president brand marketing for Hampton Hotels. “As your ‘friend in town,’ Hampton Hotels wants to help ease the financial worry for parents with our value-bundled amenities and the chance to win \$5,000 towards their child’s education.”

To be entered automatically into “Hampton’s Cash for College Sweepstakes,” parents simply need to book a stay at www.hampton.com/collegetours and enter promo code “CAMPUS” now through December 7, 2009. Two lucky winners will receive \$5,000 each, which can be used for college tuition, books, room and board and, of course, the school cafeteria. The first grand prize winner will be announced in September, and the second grand prize winner in December.

Hampton Hotels' "Cash for Colleges" Sweepstakes

With nearly 1,700 locations throughout the United States, Canada, Latin America and Europe Hampton offers guests a value-driven experience in or near almost every major university in the U.S. at a price that is sure to fit in every college-student's budget. 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".

*According to The College Board.

Terms and Conditions

NO PURCHASE NECESSARY. Open to legal residents of the United States who have reached the age of majority. Void in Puerto Rico and where prohibited by law. Starts 6-2-09 at 12am CST and ends 12-7-09 at 11:59 pm CST. Sponsored by Hilton Hotels Corporations. Official rules available at www.hampton.com/collegetours.

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 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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