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HAMPTON® HOTELS EARNS A TOP TEN SPOT IN NATIONAL CUSTOMER SURVEY

Beverly Hills, CA., January 5 2009 – Hampton hotels (www.hampton.com), the international brand of more than 1,600 mid-priced Hampton Inn® and Hampton Inn & Suites® hotels, today announced that surveyed consumers ranked the hotel as a joint third overall among 114 firms in 12 different industries for Customer Experience in a 2008, according to a survey conducted by Forrester Research, Inc., an Independent Research Firm. It was also the hotel brand which consumers scored the highest.

This is the second year the Independent Research Firm has published the consumer survey and the first time that Hampton Hotels has been on the list. The 2008 CxPi ranks 114 firms across 12 industries: Airlines, Banks, Credit Card Providers, Health Plans, Hotels, Insurance Firms, Internet Service Providers, Investment Firms, PC Manufacturers, Retailers, TV Service Providers, and Wireless Phone Carriers.

The CxPi is based on consumer evaluations during October 2008 across three areas: 1) usefulness; 2) ease of use; and 3) enjoyability. The analysis is based on responses from 4,564 US consumers during October 2008. The survey results were published in Forrester Research, Inc.'s December report, "The Consumer Experience Index, 2008".

"We are delighted that consumers recognize the outstanding customer service and dedicated 100% guest satisfaction experience that Hampton hotels gives to their guests," said Phil Cordell, SVP Hampton Brand management and global head, Hilton Focused Service Brand. "This recognition by consumers is further evidence of our brands' consistent commitment to providing exceptional service and accommodations as part of ongoing, brand enhancement initiatives."

The highly successful Hampton Hotels has more than 1,600 existing hotels, continuously growing and in 2009 Hampton as part of its ongoing brand enhancement, will continue with initiatives to transform the hotel brand to enhance the guest experience at all of its hotels. Hampton continues to raise the bar for the mid-market hotel segment.

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 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[®], 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.