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HAMPTON HOTELS SALUTES AMERICA'S SERVICE MEN & WOMEN

Guests receive set of custom luggage tags following government-rate stay

Beverly Hills CA, April 21, 2009 – Hampton® Hotels salutes men and women in the U.S. military and government service. Now through May 31, 2009, government service employees who book and complete their next government-rate stay online at www.hampton.com and enter promotion code GOVTAG will receive two complimentary custom luggage tags. Guests will receive exclusive access to create a set of two customized luggage tags by downloading images of their family, pets and loved ones on Hampton's own tag creation website.

"Hampton Hotels wants to honor the brave men and women that serve our country with this small token of appreciation," said Judy Christa-Cathey, vice president of brand marketing for Hampton Hotels. "The nature of the job takes military and government travelers around the world and wherever their travels take them, these custom tags can remind them of home."

With more than 1,600 locations throughout the United States, Canada, and Latin America, Hampton offers guests a value-driven experience wherever they travel. In each Hampton Hotel they will experience the Cloud 9 Bed Experience, free high-speed internet access in the rooms and lobbies, and free On the House® hot breakfast. And, of course, Hampton Hotels exclusively offers the "100% Hampton Guarantee® – if you're not completely satisfied, we don't expect you to pay."

Terms and Conditions

Offer valid March 2, 2009 through May 31, 2009. Guests must book online through hampton.com and enter promo code GOVTAG at the time of booking to receive this special offer. A minimum one night stay is required to receive complimentary luggage tags. Guests will be required to show valid government identification upon check-in at the hotel. Must result in a paid stay by June 1, 2009. Offer valid for one set (two) luggage tags. Please direct questions about the Your Hampton Tag program to yourhamptontag@121msg.com.

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

Hampton Hotels' "Your Hampton Tag"

Astoria™ and the Waldorf Astoria Collection™, as well as the recently launched Home2 Suites by Hilton™ and Denizen™ Hotels. 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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