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## **30 MILLION TRAVELERS TO HIT THE ROAD THIS MEMORIAL DAY HOLIDAY**

***Hampton Hotels, the roadside favorite, offers travelers holiday savings  
And a free hot breakfast***

**Beverly Hills CA, May 19, 2009** – Kicking off the start of the summer season travelers will find themselves more than 50 miles from home this Memorial Day (according to AAA). To help the smart traveler rest and refresh, the friend in town favorite, Hampton Hotels is offering value and holiday savings at many of its 1,700 locations across the country.

Families can take advantage of all the value items that Hampton has to offer, which includes hotels near to local area attractions, free hot breakfast for the whole family, free high-speed internet access in the rooms and lobbies and the exclusive “100% Hampton Satisfaction Guarantee – if you're not satisfied with your stay, we don't expect you to pay.

In Hampton’s lobbies families can simply connect and catch up, watch TV or play games or simply relax after a hard day of fun and adventure. Hampton is offering the following great deals for those hitting the road this upcoming holiday weekend:

- Hilton HHonors members can earn 1,000 bonus points, when they stay at a participating Hampton hotel now through June 30, 2009. They simply need to register at [www.HiltonHHonors.com/1000bonuspoints\\*](http://www.HiltonHHonors.com/1000bonuspoints*).

America’s road warriors seeking cost-effective travel accommodations will find excellent value at Hampton Hotels. With nearly 1,700 locations throughout the United States, Canada, Latin America and Europe, Hampton offers guests a value-driven experience wherever they travel.

After the memorial weekend travelers will also still be able to plan early get great value with the 15% Advance purchase rate\*. An excellent option for leisure travelers planning ahead and looking to save some money, by booking online in advance.

## Terms and conditions

\*Offer valid for stays completed between April 13 and June 30, 2009, at participating hotels. To participate, you must first register at [insert URL] prior to check-in. Registered members must check-in and check-out between April 13 and June 30, 2009 to be eligible to receive bonus points. Offer may not be combined with other select promotional rates, bonus points and/or miles offers. Hilton HHonors® membership, earning of Points & Miles® and redemption of points are subject to HHonors Terms and Conditions.

\*Non-refundable full payment required at booking. Your credit card will be charged immediately for entire stay. No refunds for changes, cancellation or non-arrival on check-in date. Subject to availability at participating hotels throughout the Americas. Book 14 days in advance between 4/1/09 - 12/31/09 and stay by 1/1/10.

### **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](http://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](http://www.hiltonfamily.com).

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