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HAMPTON HOTELS REUNITES FAMILY AND FRIENDS

Guests Can Enter to Win a Grand Reunion Package of 50 Two-Night Stays

Beverly Hills CA, April 16, 2009 – Hampton® Hotels is helping family and friends reunite this spring. Whether it's a ten-year class reunion or a family reunion, Hampton Hotels is bringing people together by inviting guests to enter the "Reunite with Hampton Sweepstakes" to win 50 two-night stays.

From now until May 31, 2009, guests can enter online at www.hampton.com/reunions to win the "Reunite with Hampton" package. The lucky winner will receive 50 two-night "Be My Guest" certificates, which entitles them to a complimentary stay at any Hampton, as well as the use of a meeting room at the Hampton property of their choice.

According to the US Travel Association, traveling to attend a social or family gathering event is the second most popular activity for domestic travelers behind shopping. Despite the current economic conditions, reunions are still a popular reason to travel. However to be able to make the trip, people are cutting costs by taking advantage of discounts and special offers as well as using their loyalty points.

"Nothing says we care more about bringing family and friends together better than the "Reunite with Hampton Sweepstakes," said Judy Christa-Cathy, vice president brand marketing for Hampton Hotels. "At a time when large gatherings of this kind may be postponed, Hampton wants to give the opportunity to do what is most important – spending time with people we love."

To help cut costs, reunion goers are also changing the locations of their get-togethers to more economical places. With more than 1,600 convenient locations, Hampton Hotels can be the economical choice for the stay. Each Hampton Hotel also provides guests with free high speed internet access and On the House® hot breakfast, which can help trim the cost of a gathering even more.

Reunion organizers are encouraged to take advantage of Hampton's easy-to-use online group booking site at e-Events. Guests can price and book online, reserve up to 25 guest rooms and a meeting space and receive instant confirmation anytime or anywhere by going online to www.hampton.com. E-Events also allows reunion planners to create a personalized group web site that can keep participants informed of up-to-date plans and room reservation information.

Terms and Conditions

Reservations subject to availability. Terms and conditions apply. Void where prohibited. For Official Rules, go to www.hampton.com/reunions.

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™ 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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