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HAMPTON ASKS BRIDES TO SAY “I DO” TO SAVING (AND WINNING)

Sweepstakes encourages wedding parties to stay with Hampton for the big day

BEVERLY HILLS, CA, January 14, 2009- Hampton® Hotels, a leader in the hospitality industry, today announced the launch of the “Say I Do to Hampton” Sweepstakes*. With a new year already here and the sound of wedding bells in the not-so-distant future, Hampton is encouraging brides in the process of wedding planning to book their wedding guests at the nearest Hampton Hotel location.

The “Say I Do to Hampton” Sweepstakes will award 25 Grand Prize winners each with a \$1,000 online gift certificate to David’s Bridal, valid for online purchases of gowns, accessories, invitations or more at www.davidsbridal.com. From January 6 to March 31, 2009, visitors to www.hampton.com/bridalpromo can enter for the chance to win an early wedding present.

The sweepstakes will highlight Hampton’s online group booking site, which offers easy-to-use tools for managing group reservations. Groups can book 5 to 25 guest rooms online and then use Guest List Manager and Personalized Group Web Pages to manage and promote their event. Guest List Manager provides the group’s main contact, such as a bride, with access to review and update reservation information 24/7. Personalized Group Web Pages allow brides to keep everyone updated on details for the big day, such as important times and directions.

“Your wedding day should be a time to relax and savor the moment, and by booking wedding guests at a Hampton Hotel, brides can be sure their family and friends are in good hands,” said Judy Christa-Cathey, vice-president, Hampton brand marketing. “With more than

1,600 great properties in chic, urban and suburban locations, and value added amenities like free hot breakfast and high speed internet access, Hampton can serve as the ideal home base for out-of-towners to gather before heading off for the special event."

Those interested in learning more about the "Say I Do to Hampton" Sweepstakes can visit www.hampton.com/bridalpromo.

*No purchase necessary. Open to US residents of majority age. Starts 12:01 am CST on 1/6/09 and ends 11:59 pm CST on 3/31/09. Void where prohibited. For Official Rules, visit www.hampton.com/bridalpromo.

About Hampton Hotels

Hampton Hotels is a part of Hilton Hotels Corporation, a leading global hospitality company, with more than 3,000 hotels and 500,000 rooms in 74 countries and territories, including 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.

For more information about Hampton Hotels, please visit www.hampton.com/pressandmedia.

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