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HAMPTON HOTELS LAUNCHES A SLAM DUNK T.V. AND ONLINE CAMPAIGN

The hotel brand invites travelers to score with its hotel extras and double Hilton HHonors Base Points offer

BEVERLY HILLS, CA. February 5, 2009 -Hampton® Hotels (hampton.com), a leader in the hospitality industry, swoops into action with its 2009 advertising campaign which reveals the easy way to get real value and a comfortable stay when traveling on business or leisure: always stay at Hampton.

The new Hampton ads were created to appeal to male and female business travelers as well as the Gen X/Y up-and-coming traveler segment to encourage booking at Hampton Hotels for their next business trip. The advertising spots were designed to showcase the value and packages Hampton provides for travelers by way of great offers and ongoing hotel features and amenities.

The Hampton Hotels television campaign kicked-off in early January with a series of 15 second television commercials featuring a group of teenagers shooting basketballs in their driveway. But these are not normal everyday hoops they're making, but impossible...off the roof, off the planter, nothin' but net shots... that pose the question "want an easier way to score points?"

Via their Double Hilton HHonors Base points promotion, Hampton provides just that with double HHonors Base points for each qualified stay. The television spots will also be supported with in-banner and pre-roll video spots on several internet sites, including Hulu, Facebook, AskMen.com, and MySpace, aimed to strengthen the image of the campaign and broaden its

reach to web-based communities. The authentic, no video trickery footage underscores how there's an easier way to earn points staying with Hampton Hotels.

The authentic shots and footage created by a group of teens from Hoover, Alabama was secured versus re-filming the shots in order to maintain the sense of realism. "When the creative team first presented the concept for this promotion utilizing amazing basketball footage the art director recalled seeing online a few years back, we knew we were on to a big idea," said group creative director, Lauren Watson from Hampton's ad agency Drafftcb-Chicago. We wanted to use the original footage because it has an authentic vibe that you just can't recreate. "

The next batch of commercials within this new value campaign serve to highlight the specific amenities and service that set Hampton apart from other hotels. Each of these 15 second spots highlights the Hampton brand's bundled amenities, such as free high-speed internet access or free hot breakfast, comparing what you often receive (or in some cases don't receive) at other hotels to the value you receive everyday at Hampton Hotels.

Both the television and online 15 second spots highlight some of the Hampton brand's bundled amenities, such as free high-speed internet access and hot breakfast. The television commercials will air on ESPN, Fox Sports Net, the Weather Channel, Headline News, Versus, History, etc. The online 15 second spots showcase the great value of Hampton Hotels' free high-speed internet access, free hot breakfast and the consistent friendly service that Hampton is known for internationally. In addition, Hampton Hotels is touting a score message – the ability for travelers to score Double Hilton HHonors Base points with every qualifying stay to use for a long weekend, a sporting trip or store up for another feature adventure.

"Why this campaign? Because it connects with guests in a memorable way with our value message about our free bundled amenities showcasing the deal consumers receive when they stay with Hampton", said Judy Christa-Cathey, vice president of brand marketing for Hampton. "In these tough economic times our free hot breakfast and free high-speed internet access offer an incredible value to business and leisure travelers. Approaching our value message with a touch of humor helps engage the customer."

This college basketball season marks Hampton Hotels' first year to air television ads around college basketball. If interested in learning more about Hampton, log onto hampton.com.

Promotion:

Double Base Points* promotion from Hilton HHonors, gives Hilton HHonors members the ability to earn twice the number of Base points for stays at more than 2,400 participating Hilton Family hotels around the world.

[HHonors](#) members enjoy the flexibility of earning Points, Airline Points or Points & Miles. With this promotion, [HHonors](#) members staying at participating hotels during the promotional period will be able to earn double Base points no matter which earnings style they choose.

- HHonors members choosing the Points & Airline Points earnings style—the fastest way to a free night—will earn 10 Base points and 15 bonus points for every eligible dollar spent during the promotional period. Outside of the promotional period, on an ongoing basis, members earning Points & Points receive 10 Base points and 5 bonus points for every eligible dollar spent.
- HHonors members earning Points & Miles during the promotional period will earn 10 Base points and 10 bonus points for every eligible dollar spent plus miles. Outside of the promotional period, on an ongoing basis, members earning Points & Miles earn 10 Base points in addition to their mileage earnings.

The new promotion will allow long-time Hilton [HHonors](#) members and newcomers alike to quickly earn rewards.

**Offer is valid for stays completed between now and April 6, 2009. You must first register online at www.HiltonHHonors.com/globaldoublepoints before you book your reservation to receive this special offer. Offer subject to availability at participating hotels. Offer cannot be combined with other offers “Double Base points” means you will receive a bonus equal to the number of Base points earned during a stay. Bonus points earned on Base points do not count toward VIP tier qualification. Hilton HHonors® membership, earning of Points & Miles®, and redemption of points are subject to HHonors Terms and Conditions.*

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 3,200 hotels and 545,000 rooms in 77 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.