



**CONTACT:** Charmaine Easie-Samuels  
Hampton Brand Communications  
901-374-6462  
[charmaine.easie-samuels@hilton.com](mailto:charmaine.easie-samuels@hilton.com)

Melissa Brabender  
Cohn & Wolfe  
310-967-2907  
[melissa.Brabender@cohnwolfe.com](mailto:melissa.Brabender@cohnwolfe.com)

## **CELEBRATE LOVE FOR LESS THIS VALENTINE'S DAY**

*Hampton Hotels "Ultimate Romance" Package Gives Guests More For Less*

**Beverly Hills CA, February 9, 2009** – To help couples celebrate Valentine's Day weekend without breaking the bank, Hampton® Hotels has created an *Ultimate Romance* package. Couples will start the weekend off right with a box of complimentary assorted chocolates, Champagne (or sparkling cider if desired), a \$5 Hallmark gift card and an elegant flower arrangement waiting for them upon checking into their room\*.

According to a recently-released survey by TripAdvisor, 77 percent of respondents plan to hit the road for a romantic getaway with their significant other in 2009. However, just 16 percent of respondents plan to make this vacation happen during Valentine's Day. With the announcement of its *Ultimate Romance* package, Hampton Hotels will be able to provide an opportunity for those that are having second thoughts about traveling due to inflated costs with the perfect getaway to meet their leisure budget allotment and fulfill their romantic needs.

"Hampton Hotels wants to make life a little easier for couples to plan their Valentine's festivities whether they are traveling out of town or want to stay in town for just "couple time" together. With today's economic climate, hectic schedules and having to juggle everyday commitments, it can be hard to plan a romantic getaway with that special someone on Valentine's Day," said Judy Christa-Cathy, vice president brand marketing. "Even though Valentine's Day is just one day a year, we're spreading the love with our *Ultimate Romance* package now through the end of March allowing consumers time to schedule some romance into their hectic lives. "

Guests can also experience the great amenities that Hampton Hotels has to offer, such as free breakfast, free hi-speed internet access and a free newspaper to wake up to on Valentine's weekend.

## *Hampton Hotels' Valentine's Day Promotion*

Guests can purchase this 'sweet' package simply by logging onto [www.Hampton.com](http://www.Hampton.com) and entering the Promo Code SWEET between now and March 31, 2009. Please see the Terms and Conditions below for more information on the *Ultimate Romance* package.

### **Terms and Conditions**

\*Valid at participating hotels only January 9, 2009 – March 31, 2009, for stays consumed by April 1, 2009. Service of alcohol is subject to state and local laws. Must be of legal drinking age. If alcohol is not permissible by law, sparkling cider will be substituted.

For U.S. Residents, enter Promo Code SWEET in the Promotional Code field to receive the US \$5 Hallmark Gift Card. Hallmark Gift Card will be fulfilled 10 – 15 days upon the completion of the stay. For those participants not residing in the US, a comparable US\$5 Gift Card will be sent in the place of the Hallmark Gift Card. Your Hallmark Gift Card may be used for making purchases at any participating Hallmark Gold Crown Store. Except where required by law, it may not be redeemed for cash. You may check your balance at participating stores. Gift card restrictions apply.

### **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.

**For more information about Hampton hotels, please visit [www.hampton.com](http://www.hampton.com)**

# # #