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HILTON HAWAII CELEBRATES “50 YEARS OF ALOHA”

Four Hilton Family Hawaii properties offer special package marking state’s golden jubilee

HONOLULU (January 26, 2009) – In commemoration of Hawaii’s 50th year of statehood, Hilton Hawaii is offering a “50 Years of Aloha” package at four of its hotels: Hilton Waikoloa Village, Hilton Hawaiian Village® Beach Resort & Spa, Doubletree® Alana Hotel - Waikiki and Grand Wailea Resort Hotel & Spa.

The “50 Years of Aloha” package includes special room rates and several value-added features:

- **Stay four nights at the best available rate and get the fifth night at \$50**
- **Choice of one of the following per stay:**
 - **\$50 spa credit**
 - **\$50 dining credit**
 - **\$50 credit on beach craft rentals or beach activities (exact offer varies at each resort)**
- **Keepsake memento of two State of Hawaii quarters**
- **Complimentary entrée in select restaurants for any guest born in 1959**

When travelers stay four nights at the four hotels, they will receive the **fifth night at just \$50**. Rates start at just \$219 at Hilton Waikoloa Village on Hawaii’s Big Island; \$199 at Hilton Hawaiian Village and \$139 at Doubletree Alana Hotel – Waikiki on Oahu and \$429 at Grand Wailea Resort on Maui.

The “50 Years of Aloha” package is available for stays through December 20, 2009; a minimum five-night stay is required. Black-out dates do apply; rates are subject to local taxes and reservations are based on availability. To book “50 Years of Aloha,” call 1-800-HILTONS (1-800-445-8667) and request rate code “OX.” (Rate code “OOX” for Doubletree Alana Hotel – Waikiki). Or, visit www.hiltonfamilyhawaii.com/aloha.

Following its early years as a kingdom, then a territory, President Dwight D. Eisenhower signed a bill on March 18, 1959, which allowed for Hawaii to become a state. Hawaii formally became the 50th state of the Union on August 21, 1959. A year of commemorative events will take place throughout the state in 2009.

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About Hilton Family Hawaii

The Hilton Family of Hotels in Hawaii spans four diverse islands—The Big Island of Hawaii, Oahu, Maui and Kauai. Like colors of the rainbow, the islands are host to an equally diverse group of corporate-owned, managed and franchised Hilton[®], Embassy Suites Hotels[®], Doubletree[®] and Waldorf=Astoria Collection[®] properties, including the Hilton brand's largest campus, Hilton Hawaiian Village[®] Beach Resort & Spa. For reservations, call 1-800-HILTONS (1-800-445-8667) or visit HiltonFamilyHawaii.com.

About Hilton Hotels Corporation

Hilton Hotels Corporation is the leading global hospitality company, with more than 3,000 hotels and 500,000 rooms in 74 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 the company, please visit www.hiltonfamily.com.