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FOR IMMEDIATE RELEASE
April 15, 2009

Travel should take you places®

HILTON WAIKOLOA VILLAGE ANNOUNCES EXCLUSIVE HILTON HHONORS ACCOMMODATION UPGRADES

The Resort Allows Loyal Members to Exchange HHonors Points for Room Upgrades

WAIKOLOA, HAWAII – **HILTON WAIKOLOA VILLAGE** – a 62-acre Pacific playground located on the Kohala Coast of Hawaii’s Big Island – and the Hilton HHonors program proudly announce **accommodation upgrade rewards** are available exclusively at this grand Hilton resort.

Among the entire Hilton Family, Hilton Waikoloa Village is **the first and only property** to currently allow guests to exchange HHonors points not only for room nights but also for room upgrades during reward stays. This exclusive upgrade program is another incredible perk to HHonors, which is already the only guest reward program to offer Points & Miles® and No Blackout Dates with no capacity controls at more than 3,300 hotels worldwide.

At Hilton Waikoloa Village, HHonors members can **enjoy the perks of higher room categories**, including suites, **at no monetary cost when they redeem their HHonors points for room upgrades during their reward stay**. While a standard room is still only 40,000 HHonors points per night, with this offer, members can also **choose one of four upgrade categories**:

- Partial ocean-view guest room - additional 5,000 HHonors points per night
- Deluxe ocean-view guest room - additional 10,000 HHonors points per night
- Lagoon Tower ocean-view or Cabana guest room - additional 15,000 HHonors points per night
- Lagoon Tower dolphin view guest room - additional 20,000 HHonors points per night

To redeem Hilton HHonors points for a stay at Hilton Waikoloa Village, call 1-800-HHONORS.

For more information about Waikoloa Beach Resort and Hilton Waikoloa Village, visit

www.waikoloabeachresort.com or www.hiltonwaikoloavillage.com or call 1-800-HILTONS.

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About Waikoloa Beach Resort

Waikoloa Beach Resort -- a 1,350-acre Resort located under the sunny skies of the Kohala Coast on Hawaii’s Big Island -- offers a wide array of accommodations, including Hilton Waikoloa Village, Hilton Grand Vacations Club and a variety of condominiums and vacation homes. Waikoloa Beach Resort is a gateway to cultural immersion, engaging travelers in the area’s rich history through interactive cultural entertainment and luaus, historic Petroglyph tours, authentic local treatments at the Kohala Spa, Dolphin Quest educational center, dining outlets with Island-oriented meals inspired by local ingredients, a Museum Walkway with 1,800 pieces of art and children’s programs at Camp Menehune. Waikoloa guests enjoy incredible weather year-round, with outdoor adventures ranging from championship golf at the Beach Course and Kings’ Course and shopping at Queen’s Marketplace and Kings’ Shops to casual family fun at the private ocean-fed snorkeling Lagoon, seaside putting course and expansive tennis complex. For further information, visit www.waikoloabeachresort.com.

About Hilton HHonors

Hilton HHonors® is an esteemed guest reward program that gives frequent travelers a fast way to earn the rewards they want most. It is the only guest reward program to offer Points & Miles® and No Blackout Dates with no capacity controls at more than 3,300 hotels. Enrolled members can Double Dip® to earn HHonors points and airline miles for the same stay, at nearly any rate, at participating Hilton®, Conrad® Hotels & Resorts, Doubletree®, Embassy Suites Hotels®, Hampton®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton® and The Waldorf Astoria Collection™ hotels around the world. In addition to redeeming HHonors points for complimentary nights, Hilton HHonors members can also redeem points for merchandise, vacation packages, unique experience rewards and more. Membership in HHonors is free. Travelers may enroll online by visiting HiltonHHonors.com. Consumers in the U.S. and Canada can enroll instantly in the program by calling 1-800-HHONORS. Outside the U.S. and Canada, travelers may call the Hilton Reservations and Customer Care office in their area. Travelers also may enroll at any Hilton Family Hotel. For further information, visit www.HiltonHHonors.com.

About Hilton

Hilton Hotels Corporation is the leading global hospitality company, with more than 3,300 hotels and 550,000 rooms in 77 countries, 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®, 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.