

## Hampton to Open More than 140 Hotels During 2007

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### Hampton on Pace for Record Development Year

Hampton today announced that it is on pace to open a record 140-plus hotels in 2007, surpassing its previous record of 127 openings, set in 1998.

'We recently opened our 1,400th hotel and 140,000th room and expect to go well past our 1,500th hotel before the year's end, which translates to an average rate of nearly three hotel openings per week,' said Phil Cordell, senior vice-president, Hampton Brand Management. 'Developer interest remains high in the focused-service segment, and Hampton is a leading choice for developers in North America. The brand continues to target urban markets and western U.S., Canadian and Latin American destinations, where we currently have more room for growth.'

'Since the successful merger between Hilton Hotels Corp. and Hilton International, we also have experienced increased interest in international development,' added Cordell. 'We plan to open our 20th hotel in Canada later this year and make a substantial push into overseas markets in the upcoming future.'

Cordell noted that in addition to increased developer interest, the brand has been receiving high marks from guests, too. Since the completion of Phase II of its 'Make It Hampton' program which introduced the brand's latest bedding product 'Cloud Nine. The Hampton Bed Experience,' satisfaction scores have increased by a whopping 8 percent.

Development interest in the Hampton Inn & Suites product has been particularly strong, with this product expected to account for nearly 60 percent of new Hampton hotel openings in 2007. The mixture of room types and amenities allows developers a wide range of room pricing options, making it a very attractive alternative.

### About Hampton Hotels

Hampton, which includes Hampton Inn and Hampton Inn & Suites hotels, is a mid-priced leader in the lodging segment. Hampton is part of Hilton Hotels Corporation, a leading global hospitality company with more than 2,900 hotels and 500,000 rooms in more than 78 countries, including 105,000 team members worldwide.

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