

Hilton Hotels Corporation Renews U.S. Olympic Team Sponsorship Through 2012

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Official Hotel Sponsor to Highlight Cultural Understanding and Vision of World Peace Through International Travel

Hilton Hotels Corporation, the leading global hospitality company, today announced its renewed sponsorship of the U.S. Olympic Team, which will extend through the 2010 Olympic and Paralympic Winter Games in Vancouver and the 2012 Olympic and Paralympic Games in London. The renewal also encompasses the 2010/2012 U.S. Paralympic Team and the 2011 U.S. Pan American Team - extending its long-standing relationship with the United States Olympic Committee (USOC).

'Through its continued support of Team USA, the Hilton Family of Hotels will provide its renowned hospitality and vast array of resources to our country's top athletes,' said U.S. Olympic Committee Chief Executive Officer Jim Scherr. 'Hilton is long famous for providing unparalleled support to travelers and will provide the same for our U.S. athletes as they pursue their Olympic and Paralympic dreams.'

'Mirroring the ideals and spirit of the Olympic Games, our company's founder, Conrad Hilton, was committed to the belief that world peace can be achieved through international travel,' said Tom Keltner, CEO-Americas & Global Brands, Hilton Hotels Corporation. 'This philosophy will serve as the foundation of all facets of our Olympic partnership.'

The U.S. Olympic Team sponsorship by the Hilton Family of Hotels will reinforce an over-arching strategy to align with organizations that foster the highest levels of personal achievement across a range of areas, including athletic, artistic and professional performance. The company's upcoming U.S. Olympic initiatives include:

Conducting an interactive cultural awareness training program reinforcing the Hilton Family's be hospitable philosophy to a wide range of audiences,

Contributing to renovations at the Lakeshore Foundation Paralympic Training Site, in much the same way the company helped refurbish the Olympic Training Center in Colorado Springs in 2006,

Hosting U.S. Olympic hopefuls in its hotels ramping up to the Games, and hosting the U.S. Olympic Committee during the Games,

Providing the best available hotel rates to U.S. Olympians and Paralympians, the USOC and National Governing Bodies through the Hilton Family MVP Program,

Offering consumer promotions providing guests the opportunity to attend the Games to cheer on the U.S. Olympic Team and experience the thrill and spirit of the Olympic Games first hand,

Providing an array of hospitality services for U.S. athletes and their family members during the Olympic and Paralympic Games, and

Getting involved in community youth/athlete programs that foster cultural diversity and loyalty, such as:

-- Hilton Family of Hotels' month-long Olympic youth initiative hosted at hotels across the U.S. teaching kids teamwork, acceptance and sportsmanship on and off the playing field

-- Hilton brand support for USA Swimming and local swim clubs across the country

-- Doubletree's USA Soccer sponsorship

-- Embassy Suites Hotels' sponsorship of the USOC Olympic Opportunity Fund which supports Olympic and Paralympic sports participation through community-based youth athletic programs

-- Hampton's support for USA Cycling

-- Hilton Garden Inn's support of USA Volleyball

The agreement entitles the Hilton Family of Hotels - Hilton, Conrad, Doubletree, Embassy Suites Hotels, Hampton Hotels, Hilton Garden Inn, Hilton Grand Vacations, Homewood Suites by Hilton and The Waldorf=Astoria Collection - to use the official hotel sponsor designation, and the U.S. Olympic Team and U.S. Paralympic Team logos, in all advertising and marketing materials.

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