



PRESS RELEASE

HILTON MALDIVES RESORT AND SPA TO RE-BRAND TO CONRAD MALDIVES RANGALI ISLAND

- Announcing a move that affirms the resort's luxury position -

BEVERLY HILLS, Calif., 5 March 2007, Hilton Hotels Corporation (NYSE: HLT) today announced that its award winning resort, Hilton Maldives Resort and Spa, will be re-branded as a Conrad, the group's luxury hotel brand. The resort will be renamed the Conrad Maldives Rangali Island, effective December 2007.

Koos Klein, president of Hilton Hotels - Middle East and Asia Pacific, commented, "This decision reaffirms the premium positioning of the Hilton Maldives Resort and Spa, which has been internationally renowned for its combination of innovative world firsts such as Ithaa, its underwater restaurant, and the resort's consistently high luxury standards."

Following re-branding, the Conrad Maldives Rangali Island will offer an increased range of amenities, while still providing the outstanding service for which it is recognised. There will be no disruption to guests during the re-branding process.

Richard Blamey, senior vice president - Conrad Hotels Brand Management, commented, "Conrad's brand promise, *'the luxury of being yourself'*, celebrates the individuality of its guests and the exclusive experience provided by each of our hotels. With its investment throughout time in luxury-oriented services and product, the Hilton Maldives Resort and Spa is an ideal match and will be an outstanding addition to the growing Conrad portfolio. We look forward to building on the exceptional success of this world-class resort."

The announcement follows the recent signing of an agreement to introduce a luxury Conrad Resort and Spa in Koh Samui, Thailand, in 2009, and complements the Conrad Bali Resort and Spa in Indonesia.

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About Conrad® Hotels

Conrad Hotels is the most global luxury brand of the Hilton Family of Hotels, with 18 luxury award-winning properties in cosmopolitan destinations across the US, UK, Ireland, Belgium, Egypt, Turkey, Hong Kong, Singapore, Thailand, Indonesia, Japan, Australia and Uruguay. Conrad offers luxury services for the discerning travelers, creating a world that celebrates individuality in every sense. Another seven Conrad projects are under development in the US, the Bahamas, Dubai, Thailand and China. All Conrad Hotels participate in customers benefit from the award-winning Hilton HHonors® reward programme, where HHonors members can earn Points & Miles® for every qualifying stay.

*For further information on Conrad Hotels and bookings, please visit; www.ConradHotels.com; www.ConradHotels.jp www.ConradMeetings.com.

*HHonors membership, earning and redemption of Points & Miles is subject to HHonors terms and conditions.

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About Hilton Hotels Corporation

Hilton Hotels Corporation (NYSE:HLT) is the leading global hospitality company, with more than 2,800 hotels and 495,000 rooms in more than 80 countries, including 105,000 team members worldwide.

The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton[®], Conrad[®], Doubletree[®], Embassy Suites Hotels[®], Hampton Inn[®], Hampton Inn & Suites[®], Hilton Garden Inn[®], Hilton Grand Vacations[™], Homewood Suites by Hilton[®], Scandic and The Waldorf=Astoria Collection[®].

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 10 brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity.

For more information about our company, please visit www.hiltonworldwide.com, and to learn more about our **be hospitable** philosophy, please visit www.behospitable

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