

CONRAD BECOMES CONRAD HOTELS & RESORTS

Conrad Revises Name And Corporate Identity To Reflect Growing Portfolio

23 April 2007: The Conrad brand today announces that it is changing its Corporate Brand Identity from **Conrad Hotels** to **Conrad Hotels & Resorts**.

The move comes at a time of extensive growth and development for the luxury brand and emphasises the fast-evolving portfolio of Conrad's hotels and resorts globally.

The transformation will be most noticeable in the new name, **Conrad Hotels & Resorts** as well as being reflected in distinct visual refinements to the brand and hotel logos.

With a number of new resort projects set to join the Conrad portfolio over the next two years, the new corporate identity will highlight the message that **Conrad Hotels & Resorts** appeals to both leisure and business travellers, while simultaneously underlining the ever-increasing importance of leisure travel within the luxury market.



Conrad Bali Resort & Spa



Conrad Tokyo



Conrad Chicago

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Says **Richard Blamey, Senior Vice President Brand Management, Conrad Hotels & Resorts**: *"This is an exciting time for the luxury travel market and undoubtedly for Conrad. The decision to revitalize the brand identity is testament to our global growth, with each new opening showcasing the World of Conrad, a world that celebrates individuality in every sense. We welcome the opportunity to further strengthen the influence of Conrad Hotels & Resorts around the world."*

Conrad Hotels & Resorts' portfolio currently includes 18 luxury award-winning properties in leading urban and resort destinations globally. New **Conrad Hotels & Resorts** are in conversion in the Maldives and under development in Shanghai, Abu Dhabi, Dubai, the Bahamas, Las Vegas and Koh Samui.

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For further information, images or interviews please contact:
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About Conrad® Hotels & Resorts

Conrad Hotels & Resorts is the contemporary luxury brand of the Hilton Family of Hotels, with 18 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 traveller, creating a world that celebrates individuality in every sense. Another seven Conrad projects are under development in the US, the Bahamas, the UAE, Thailand, the Maldives and China. All Conrad properties participate in the acclaimed Hilton HHonors® reward programme.

Discover the World of Conrad and the greatest luxury of all...The Luxury of Being Yourself.

For further information on **Conrad Hotels & Resorts** please visit ConradHotels.com.

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