



PRESS RELEASE

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AWARD-WINNING CONRAD VISITS THE UNITED STATES

Brussels 8 September, 2003: Conrad Hotels, the luxury name of Hilton family of brands is planning a worldwide sales and educational visit to better introduce the values of its fine brand in seven major US cities. Between 29 September and 10 October, a team of 12 Conrad hotels sales representatives (from 12 properties worldwide) will host receptions and make presentations to the business travel community (including tour operators, travel agents and corporate clients) in New York, Washington, Minneapolis, Chicago, St Louis, San Francisco and Los Angeles.

The schedule and programme in each city is as follows:

29-01 October: New York

02 October: Washington DC

03 –04 October: Chicago

05 –06 October: Minneapolis

07 October: Saint Louis

08 October: Los Angeles

09-10 October : San Francisco

With the main objective of raising awareness of the brand – as Conrad is undertaking a major expansion in the years to come in North America - the Conrad worldwide team is first stopping in New York, in its flagship American property the Waldorf Towers, a Conrad Hotel.

Conrad will open its second hotel, the Conrad Miami, in February 2004. Other projects in locations that include San Diego, California; Indianapolis, Indiana; Seattle, Washington and Las Vegas, Nevada will be announced, as plans are finalised.

Thierry Durand, Director of Sales of Conrad Hotels comments: “As a key part of our Conrad global development strategy, we want to capitalize on future US openings. Miami is a first step, but the sophisticated domestic US travel market will prove us right in our initiatives. Our aim with this ‘road-show’ is to also underline the qualities of our collection of hotels worldwide, to encourage US business visitors to stay with Conrad. Particularly as all offer the benefits of our sought-after HHonors loyalty programme developed by our parent company.”

All US travel agents and representatives of the business travel community who wish to receive more information on Conrad Hotels should contact Hilton Reservations Worldwide on: 0800 445 8667.

Award-Winning Conrad Visits The United States /2

With award-winning properties in the US, UK, Ireland, Belgium, Egypt, Turkey, Hong Kong, Singapore, Thailand, Australia and Uruguay, Conrad has 15 luxury hotels that welcome guests in exotic and cosmopolitan destinations around the world.

Conrad offers outstanding service for both business and leisure travellers. The hotels provide the finest accommodation, excellent restaurants, fully equipped health clubs and sophisticated conference and meetings facilities. Conrad guests also benefit from Hilton's worldwide reservation system and its highly acclaimed guest loyalty programme, Hilton HHonors®. For further information on Conrad Hotels, please visit: www.ConradHotels.com.

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NOTES TO THE EDITOR:

*The **Conrad Miami**, managed by its new General Manager, Robert Thrailkill with the assistance of the Sales Director Mari Garcia, has an excellent business location. On Brickell Avenue, in the financial district, it is just minutes from the Port of Miami, Coconut Grove and the Bayside Market Place. All other locations, including Key Biscayne and Miami International Airport are just 15 to 20 minutes from the hotel. The spectacular architectural design and quality of Espirito Santo Plaza is a perfect match for Conrad Hotels. The main building entrance takes visitors across a bridge over a dazzling pool and a garden walk alongside retail outlets. A magnificent atrium welcomes hotel guests on the 26th floor. It hosts the hotel lobby, restaurant, lounge and bar and separates the contemporary 203 hotel guest rooms from the building's 116 serviced luxury residences. A superbly equipped health and fitness centre complements the outdoor facilities which will include two tennis courts and an impressive swimming pool. The luxurious \$180 million mixed use complex provides additional prime office space and will become be the Headquarters of the Espirito Santo Bank of Florida. An up-market retail centre and a 12-level car park are also a part of the project.*

***Conrad Hotels** is a joined venture owned equally by Hilton International and Hilton Hotels Corporation.*

***Conrad Hotels further development:** Besides North America, new Conrad Resort and Spa hotels are scheduled to open in Bali by February 2004 and in Phuket, Thailand, in November 2004. Conrad Hotels is also looking at other opportunities in Europe and in the Middle East.*