

Hilton Group plc

HILTON GROUP NEWS RELEASE

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HILTON GROUP PLEDGES COMMITMENT AND ON-GOING SUPPORT FOLLOWING DISASTER IN ASIA *Initial Hilton Foundation and Ladbrokes donation of £200,000*

5 January 2005... Hilton Group has pledged its ongoing support to the people and communities affected by the Tsunami disaster, committing an initial donation of £100,000 from The Hilton in the Community Foundation, and a further £100,000 from its betting and gaming division Ladbrokes towards aid relief.

Hilton International operates five properties in locations that were affected by the earthquake and subsequent tidal wave, but fortunately all five properties sustained little or no damage and remain fully operational with all team members and guests at the properties reported as safe.

Other support efforts since December 26th include:

- Immediate additional financial aid extended to team members directly affected by the disaster
- Members of Hilton's loyalty scheme may donate their HHonors points to aid the relief efforts - each 10,000 HHonors point donation equals \$25US with 100% going directly to the International Red Cross
- Local fundraising and support initiatives throughout Scandic, Hilton and Conrad hotels worldwide including the Hilton Colombo dispatching 2 truck loads of blankets, medicines and bottled water to locally affected areas
- Almost 30,000 Euros donated by Scandic
- One Basingstoke based Ladbrokes punter donated £1000 after backing Chelsea to beat Liverpool

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Hilton Group has pledged its continued commitment to the area with at least three new openings planned over the next two years in Phuket (Conrad), Bangkok and Krabi, Thailand. .../

Notes to editor:

- For more information on Hilton Group and latest news, please visit our corporate website, at: www.hiltongroup.com
- Under the banner of "Supporting local communities Worldwide" the Hilton in the Community Foundation aims to make a difference to those most in need. The chosen areas of focus for the charity are "Young People and Education", "Hospitality Training and Employment" and "International Disaster Relief". In 2004 more than £340,000 has been donated to numerous charitable causes in the UK and Ireland, such as Teenage Cancer Trust, The Royal School for the Deaf, Treloars, The Outward Bound Trust and the Snowdon Awards Scheme. Funds are raised through the generous support of the Hilton Staff, guests and suppliers. To enable all donations to go directly to charities, the Hilton Group pay for all administration costs of the Foundation.
- Hilton International (HI), an operating division of the UK based Hilton Group plc, owns the rights to the Hilton brand name throughout the world, with the exception of the USA where the Hilton brand is owned and managed by Hilton Hotels Corporation (HHC).
- HI operates 405 hotels, with 263 branded Hilton, 47 of which come under the Hilton Worldwide Resorts brand, plus 142 under the mid-market Scandic brand.
- Under a joint venture agreement, Hilton International and HHC share responsibility for the Conrad brand, which includes 17 luxury hotels in 12 countries. A global marketing alliance between Hilton International and Hilton Hotels Corporation extends the number of hotels operated by both companies worldwide to over 2,700 – over 500 of which are branded Hilton.
- Hilton International employs over 70,000 staff in 78 countries.
