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HILTON WATERFRONT BEACH RESORT INVITES GUESTS TO PACK LESS AND DO THEIR OWN LAUNDRY

*New "Green" Laundry Facility Continues Coastal Resort's Ongoing Efforts To Preserve
The Environment And Provide Guests With An Added Convenience*

Huntington Beach, California (March 26, 2009) – The Hilton Waterfront Beach Resort, situated in the heart of Huntington Beach, California, aka Surf City USA®, recently opened "The Green Room", a new concept in environmentally-friendly laundry facilities, available free to all guests of the hotel. This new self-serve facility provides guests the opportunity to pack less and wash their sun and sand-drenched beach wear and other items during their stay. It is one of many initiatives at the resort designed to contribute positively to the global environment.

The Green Room is 100% environmentally friendly and all construction materials from floor to ceiling are made from post-consumer recycled materials. The washers and dryers are *Energy Star* rated units, the lighting uses all energy efficient light bulbs, the wall surface has been painted with low VOC paint, all accessories are made from recycled materials, and the detergent selection includes a non-toxic, biodegradable option.

"The Green Committee at the Hilton Waterfront is proud to offer The Green Room to our guests in our quest preserve natural resources and improve the environment," said JD Shafer, General Manager at the Hilton Waterfront Beach Resort. "In a growing list of steps the resort is implementing to reduce its carbon footprint, this room is conceptually simple and environmentally intelligent, putting a portion of the responsibility to preserve into the hands of our guests. This is big part of the Hilton Waterfront's culture in the 21st century."

The Green Committee at the resort is comprised of staff members from a variety of departments and meets regularly to discuss and develop eco-friendly operations and their implementation.

Hilton Hotels Inc. has set new goals for decreasing its carbon footprint, pledging to reduce energy consumption (operations), CO2 emissions, and output waste by 20% each, and water consumption by 10%, all by 2014. Doing its part, the EPA *Energy Star*-compliant Hilton Waterfront Beach Resort conserves energy through various initiatives including fluorescent light bulb usage, a state-of-the-art HVAC cooling tower operating on a closed loop cooling system, low-flow toilets, a towels-and-linens reuse program, and paper-and-plastic recycling. Key products, such as coffee and bottled water are environmentally conscious, and used products, from sheets to shampoo, are donated to local charities and shelters.

About Hilton Waterfront Beach Resort

The Hilton Waterfront Beach Resort is located in Huntington Beach and overlooks 8.5 miles of pristine beaches with panoramic views of the Pacific Ocean. The resort has recently completed a \$10 million renovation and has earned the AAA Four-Diamond rating for 19 consecutive years. Hilton Waterfront Beach Resort is located at 21100 Pacific Coast Highway, Huntington Beach, California. To make room reservations, call 714-845-8000, or visit www.waterfrontbeachresort.hilton.com for more information.

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About Hilton Hotels & Resorts

With more than 500 hotels & resorts in 76 countries around the world Hilton continues to build on its history as a pioneer in the industry, developing products, services and amenities that offer today's travelers more choice and control over their stays. From Hilton Fitness by Precor™ to its world-class Hilton Worldwide Resorts portfolio; from the Serenity Collection of in-room amenities to Hilton Meetings, a premier global product for small meetings, Hilton's offerings are designed to enable guests to be at their personal best whether they travel for business or pleasure. Hilton's belief that Travel Should Take You Places® celebrates a commitment to the idea that travel can and should be transformative. Start your journey at www.hilton.com available in English, Spanish and French.

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