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HILTON ORLANDO UNVEILS THE 30-HOUR DAY

*Extended Check-In and Check-Out Hours Give Visitors
More Time to Enjoy all the Property's Amenities*

ORLANDO, Fla. – (June 29, 2010) – At the Hilton Orlando, the most centrally located full-service hotel in Central Florida, guests have only one complaint: there aren't enough hours in the day. Always willing to put in the extra time to appease guests, the AAA Four Diamond hotel recently unveiled the "30-hour day" package.

For many years, the industry standard for check-in and check-out times has been 4:00 p.m. and noon, respectively, which only amounts to a 20-hour day for guests. Taking into consideration the 15,000-square-foot of spa and fitness space, full-service salon, 7,000-square-foot main pool, quiet pool, lazy river, top-notch dining options and convenient location to all the popular area attractions, the Hilton Orlando realized it was time to break with tradition. To do so, on weekends, this package offers a 10:00 a.m. check-in time for the first day and a 4:00 p.m. check-out time for the second day, resulting in a 30-hour day.

"Since opening nearly a year ago, guests have often commented there is far too much to do and see in a given day," said Hilton Orlando General Manager Doug Gehret. "As a result, the Hilton Orlando is happy to introduce the '30-hour day.' This new feature provides our guests with more time to enjoy all of the property's amenities, as well as ample time to visit the nearby world famous attractions Orlando has to offer."

The Hilton Orlando is central to all of the major Orlando attractions including SeaWorld® Orlando, Universal Studios Florida® and Walt Disney World® Resort theme parks. Guests will be able to explore all that the city of Orlando has to offer with art, theatre, museums, shopping, and dining at their fingertips.

Upscale accommodations are comprised of 1,400 well-appointed guestrooms, including 53 suites. In-room amenities include the Hilton's Serenity Bed™, in-room refrigerators, Cuisinart dual-cup single-brew

coffee maker, desk area with nesting table and Herman Miller ergonomic chair, programmable safes and large 37" LCD TVs.

Hilton Orlando's 30-Hour Day Package is valid for one night stays on Friday and Saturday, based upon availability. Package includes complimentary use of recreational amenities, 15% discount on all spa services, 20% discount in gift shop and kids eat free.

For more information about Hilton Orlando, visit www.thehiltonorlando.com.

About Hilton Hotels

Hilton Hotels is the stylish, forward-thinking global leader of hospitality that welcomes guests in more countries than any other full-service hotel brand. The Hilton brand currently includes more than 530 hotels and resorts in 76 countries, and plans to serve travelers in 80 countries by the end of 2011. By offering innovative products, services and amenities, Hilton enables travelers to be at their best 24/7, whether traveling for business or leisure. Start your journey at www.hilton.com.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 91 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,600 hotels and more than 592,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®.

For more information about the company, please visit www.hiltonworldwide.com.

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