



Official Sponsor of the
U.S. Olympic and Paralympic Teams

The Hilton Family of Hotels Olympic Sponsorship Fact Sheet

The Hilton Family of Hotels put a name to its unique brand of service that has made it the best known and most highly regarded hotel company – **be hospitable**. It is a philosophy that is shared by all brands in the Hilton Family of Hotels portfolio, including Hilton®, Conrad®, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hilton Garden Inn®, Hilton Grand Vacations Club™, Homewood Suites by Hilton®, Scandic and The Waldorf=Astoria Collection™. The company reinforces the philosophy with both internal and external communications.

Objectives

The be hospitable message draws upon Hilton's long heritage and culture based on its founder's vision. It is designed to inspire people to be hospitable to one another and share small acts of everyday generosity, warmth, kindness and courtesy. Our objective is to lead a movement advocating a return to graciousness, sportsmanship and hospitality as the world comes together for the grandest spectacle of sport.

Corporate Sponsorship

The Hilton Family of Hotels has extended its sponsorship of the U.S. Olympic and Paralympic Teams through the 2010 Olympic and Paralympic Winter Games in Vancouver and the 2012 Olympic and Paralympic Games in London, including the 2008 Olympic Games in Beijing. As the official hotel sponsor of the U.S. Olympic and Paralympic Teams, The Hilton Family of Hotels will work with the United States Olympic Committee (USOC) to use its well-known "be hospitable" philosophy as the foundation of several hospitality-focused programs both on-site and leading up to the 2008 Olympic Games. The Hilton Family of Hotels' long-standing relationship with the USOC dates back to 1988.

U.S. Olympic Athletes

The Hilton Family of Hotels sponsored athletes for the Beijing 2008 Olympic and Paralympic Games include: Morgan and Paul Hamm (gymnastics), Diana, Mark and Steven Lopez (taekwondo), Wallace Spearmon (track and field) as well as Paralympic champions Tatyana McFadden (track and field), and Carlos Leon (track & field). Each endorsed athlete has been tabbed by the Hilton Family to instill a global appreciation of graciousness, respect and thoughtfulness among others.

be hospitable® Traveler Program

The Hilton Family of Hotels is spearheading a movement advocating a return to graciousness, sportsmanship and hospitality by extending its be hospitable philosophy to Team USA and leisure and business travelers. To help U.S. athletes prepare for Beijing, the Hilton Family will conduct a training course that includes online and interactive tools to educate U.S. Olympic hopefuls on Chinese customs, culture and emphasizing the principles of hospitality: awareness, character and thoughtfulness.

be Hospitable® KIDS Program

Through its be hospitable® Kids program, The Hilton Family of Hotels will continue to encourage kids to be courteous and thoughtful. U.S. Olympic and Paralympic hopefuls will visit Hilton Family properties across the country as ambassadors of the be hospitable philosophy to promote graciousness, dedication and teamwork. Athletes will read, be hospitable: A World United Edition, a new book for young readers inspired by founder Conrad Hilton's philosophy. The book was developed by the Hilton Family, award-winning author/illustrator Todd Parr and the U.S. Olympic Committee. A portion of the sale of the book will benefit the U.S. Paralympic Team.

be hospitable® Centers in Beijing

The Hilton Family of Hotels will extend its renowned hospitality beyond the doors of its hotels to help alleviate tourist confusion in Beijing by providing satellite guest centers at key locations in Beijing that recreate a complete extension of its concierge services.

About the Hilton Family of Hotels

Hilton Hotels Corporation is the leading global hospitality company, with more than 2,800 hotels and 495,000 rooms in more than 80 countries, including 150,000 team members worldwide. Hilton Family of Hotels operates under founder Conrad Hilton's philosophy of "It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company – be hospitable.

The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton®, Conrad®, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton®, and The Waldorf=Astoria Collection™ hotels around the world.

For more information about the Hilton Family of Hotels and its U.S. Olympic initiatives, please visit www.hiltonfamilyofhotels.com/usolympic.

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