



The Hilton Family.

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Hilton Family of Hotels Teams Up with Wedding Planner and TV Star Samantha Goldberg to Launch New Wedding Web site “Guestiquette”

Website to Feature Tools for Brides to Book and Manage Their Weddings Online

Beverly Hills, CA, March 31, 2009 – Hilton Family of Hotels has teamed up with Samantha Goldberg, celebrity wedding planner and star of the Style Network’s “Whose Wedding is it Anyway,” to create a new wedding planning Website, [“Guestiquette”](#). The online wedding resource will shed light on tricky wedding guest etiquette topics, provide guidance on working with a hotel, offer tips on making out of town guests feel welcome, and offer access to the Hilton Family’s signature online group booking tool at www.HiltonFamily.com/guestiquette for brides to book and manage their guest hotel accommodations online.

Samantha Goldberg, wedding planning expert, is the voice of Guestiquette. The website covers topics such as:

- **“I’m Engaged, Now What”** – Help in getting started planning your wedding including tools for guests’ hotel accommodations, an easy-to-use budget tracker, tools for guest hotel accommodations, a straightforward, manageable timeline and more.
- **“How to Speak Guestiquette”** – Answers to common guest etiquette questions that trip up many couples while planning their wedding.
- **“Making Guests Feel Welcome”** – Simple ways to show guests you’re excited they’ll be present on your big day, including tips from real brides and advice on what should go into your welcome letter and basket.

“Tough questions about modern-day guest etiquette threaten to trip up every bride and groom. Who gets to invite guests and who doesn’t? What do I pay for and what do my guests pay for?” says Samantha Goldberg, celebrity wedding planner and television personality. “The language of ‘Guestiquette’ is tricky, so I teamed up with the Hilton Family of Hotels to provide brides and grooms with this much-needed, helpful advice for planning their weddings.”

Brides also will have access to the Hilton Family of Hotels’ online group booking tool which allows today’s busy, but tech-savvy brides and grooms to plan, book and manage their wedding blocks (five to 25 rooms) online with real-time inventory across the Hilton Family of Hotels, with 24/7 booking access. After a bride or groom books their wedding block online, they receive a call from the hotel, who offers additional assistance and support. The couple also receives immediate access to a tool which allows them to review which guests have booked rooms and which guests need a gentle reminder, as well as a tool that lets them create a personalized Webpage for their wedding and include a direct link to allow guests to book their room in the couple’s hotel block.

“At Hilton Family, we’ve seen an increase of 211 percent in brides who plan, book and manage their wedding room block online through Hilton’s group booking tool,” said Bob Brooks, vice president – eSales Strategy and Performance, Hilton Hotels Corporation. “In addition to providing couples with easy online tools to book and manage their wedding blocks, our new Web site, Guestiquette, provides them with guidance on the ins and outs of working with a hotel and making out-of-town guests feel not only welcome, but right at home.”

About the Hilton Family Online Group Booking Tool

Currently, the Online Group Booking Tool is available at all North American Hilton Family of Hotels and will soon be extending its online planning and booking tools to Hilton Family hotels in the U.K. Online group booking is available only at participating locations and is subject to availability at participating hotels. Other terms and conditions apply. Please visit www.hiltonfamilyevents.com for full details.

About Hilton Hotels Corporation

Hilton Hotels Corporation is the leading global hospitality company, with more than 3,200 hotels and 545,000 rooms in 77 countries and territories, with more than 135,000 team members worldwide. The company owns, manages or franchises some of the best known and highly regarded hotel brands including

Hilton[®], Conrad[®] Hotels & Resorts, Denizen[™] Hotels, Doubletree[®], Embassy Suites Hotels[®], Hampton Inn[®], Hampton Inn & Suites[®], Hilton Garden Inn[®], Hilton Grand Vacations[™], Homewood Suites by Hilton[®], Home2 Suites by Hilton[™], The Waldorf Astoria[™] and The Waldorf Astoria Collection[™].

Hilton Hotels Corporation is an Official Sponsor of the U.S. Olympic Team, which will extend through the 2010 Olympic and Paralympic Winter Games in Vancouver, the 2012 Olympic and Paralympic Games in London, the 2010/2012 U.S. Paralympic Team and the 2011 U.S. Pan American Team.

The Hilton Family of Hotels adheres to founder Conrad Hilton's philosophy that, "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 philosophy is shared by all brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity.

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

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