



THE
WALDORF=ASTORIA
COLLECTION

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**DISCOVER WA:
NEW CHAIN CODE FOR THE WALDORF=ASTORIA COLLECTION**

BEVERLY HILLS – April 1, 2007 – The Waldorf=Astoria Collection® introduced in January 2006 as the new, luxury brand by Hilton Hotels Corporation, announced today that its hotels can now be booked by travel agents using the “**WA**” chain code designation. The Waldorf=Astoria Collection currently consists of the original Waldorf=Astoria® in New York City, the Grand Wailea Resort Hotel & Spa on Maui, the Arizona Biltmore Resort & Spa in Phoenix, the La Quinta Resort & Club in La Quinta, California and Qasr Al Sharq in Jeddah, Saudi Arabia..

“The new **WA** chain code will continue to reinforce within the travel agent community that these wonderful hotels belong to a unique collection that stands apart from any other luxury hotel brand...” said David Greydanus, senior vice president, brand management – Waldorf=Astoria Collection. “All of our elegant hotels and resorts in The Waldorf=Astoria Collection will continue to provide their legendary service and product offerings that their well-known names have embodied over the years, while extending the opportunity to enhance their guests’ stay with discovery and unique experiences that are available in their destinations.”

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To learn more about The Waldorf=Astoria Collection and these luxurious hotels and resorts, please visit: www.waldorf=astoriacollection.com. To make a reservation at any Waldorf=Astoria Collection hotel, future guests may call: 1-800-WALDORF, visit www.waldorfastoriacollection.com, or contact their travel planner who will utilize the new chain code **WA**.

Hilton Hotels Corporation introduced this new luxury line of hotels and resorts to extend the cachet of the legendary Waldorf=Astoria hotel, which Conrad N. Hilton called "The Greatest of Them All." As part of the Hilton Family of Hotels, the hotels and resorts in The Waldorf=Astoria Collection will benefit from the support of award-winning technology programs, the Hilton HHonors® guest reward program and the industry-leading Hilton Reservations Customer Care worldwide system via www.waldorf=astoriacollection.com.

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