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HILTON HOTELS CORPORATION SELECTS 'QASR AL SHARQ' TO JOIN THE WALDORF=ASTORIA COLLECTION™

The 46-all suite palace hotel in Jeddah, Saudi Arabia becomes first international property in the luxurious collection of hotels

Beverly Hills, CA/Jeddah, Saudi Arabia - December 18, 2006 - Hilton Hotels Corporation (HLT:NYSE) today announced that Qasr Al Sharq or 'Palace of the Orient,' the company's first ever palace hotel in the region will join the prestigious Waldorf=Astoria Collection, Hilton's new luxurious hotel brand, becoming the first international managed property in *the collection*. Qasr Al Sharq opened on June 1 this year, as Hilton's fourth hotel in Saudi Arabia, and stands as a symbol of unrivalled opulence and hospitality in the Kingdom.

"Qasr Al Sharq is a perfect addition to our pinnacle brand – The Waldorf=Astoria Collection. This exciting alliance solidifies the importance of the Middle East region to us, and marks the start of significant international developments for *the collection*," said David Greydanus, senior vice president – brand management, The Waldorf=Astoria Collection speaking at a media briefing in Jeddah.

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At the same time, the palace announced the launch of its own dedicated Arabic and English website www.qasralsharqjeddah.com/english where guests can access detailed information and also book suites.

The Waldorf=Astoria Collection currently has four properties in the United States, comprising of the legendary Waldorf=Astoria® in New York, Grand Wailea Resort Hotel & Spa in Maui, Hawaii, Arizona Biltmore Resort & Spa in Phoenix , Arizona and La Quinta Resort & Club in Southern California.

Criteria for the exclusive designation of The Waldorf=Astoria Collection includes architectural significance, unique decor and original artwork, historic or landmark status and a reputation for product and service excellence.

“We are extremely pleased that Qasr Al Sharq has been selected to join The Waldorf=Astoria Collection,” said Rudi Jagersbacher, Hilton’s Vice President, Arabian Peninsula at the event. “As the first hotel outside the United States to join this prestigious *collection*, Qasr Al Sharq will favorably impact the brand and heighten the brand’s presence in the international market.”

Located in Jeddah, Saudi Arabia, Qasr Al Sharq promises its guests unparalleled luxury, lavish interiors, true Arabian hospitality and cutting-edge technology - just a few of the many outstanding qualities that hold the palace high.

The 46 all-suite premier property offers a host of first-ever amenities, such as the largest guest suites in the region, a unique personalized butler service and an exceptionally opulent interior design. Qasr Al Sharq comprises two Palace suites, eight Royal suites, 12 Executive suites and 24 Junior suites, all inclusive of state-of-the-art technology for audio-visual

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equipment, WiFi Internet access and automated controls for lighting, curtains, temperature control and refreshment centers.

Qasr Al Sharq offers its travelers an all encompassing experience, opening doors to a new kind of luxury. As an affiliated Waldorf=Astoria Collection hotel, Qasr Al Sharq will become even more prominent on the worldwide platform, with the ability to reach the most distant of travelers.

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Note to Editors:

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.

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

The company currently operates 34 hotels in the Middle East – 20 hotels in Egypt, eight hotels in the UAE, four in Saudi Arabia and one each in Oman and Kuwait. Hilton's heritage in the Arabian Peninsula stretches back over 30 years, when it became the first international hotel brand to open a property in the UAE - the Hilton Al Ain in 1972.

The 46-suite Qasr al Sharq, or 'Palace of the Orient' became Hilton's first palace property when it opened earlier this year. Later this year will also see the opening of the first phase of a Worldwide Resort in Ras Al Khaimah, UAE.

New Hilton properties are also under development in Doha marking the company's first foray into Qatar, Kuwait and the Arabian Peninsula's first Conrad hotel in Dubai, in addition to a Residence and Beach Club, also in Dubai.

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 ten brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity (www.behospitable.com)

For more information about our company, please visit www.hiltonworldwide.com To download images please visit www.vismedia-online.com The Hilton Reservations and Customer Care telephone numbers in the Middle East are as follows:

UAE	- 8000 20000 11	Qatar	- 800 97103
KSA	- 800 82000 10	Egypt	- 19009
Bahrain	- 8000 4058	Jordan	- 00 202 5805927
Kuwait	- 371 1434	Lebanon	- 00 202 5805928
Oman	- 800 788788	Syria	- 00 202 5805926