



CONTACTS:

Thomas Wingham
DoubleTree by Hilton Public Relations
Tel: + 1 703 883 5315
thomas.wingham@hilton.com

Dasha Ross
Hilton Worldwide Corporate Communications
Tel: + 1 703 883 5805
dasha.ross@hilton.com

DOUBLETREE BY HILTON INTRODUCES NEW GLOBAL BRAND IDENTITY

New Logo and Name Strengthens Equity within the Hilton Worldwide Portfolio of Hotels and the Upscale Hotel Brand's Continued Worldwide Evolution

ORLANDO (October 13, 2010) – Hilton Worldwide today introduced a new brand logo and name for DoubleTree by Hilton (currently Doubletree) in front of more than 1,900 hotel owners, operators and corporate executives at the company's first-ever Global Partnership Conference in Orlando. This first phase of a renewed DoubleTree by Hilton business strategy has been developed to further reinforce the brand's relationship within the Hilton Worldwide portfolio of hotels and the company's continued commitment to the future growth, expansion, and evolution of DoubleTree by Hilton within the hospitality industry.

The DoubleTree by Hilton logo and name officially will be launched during the first half of 2011, as part of a comprehensive rebranding initiative that will feature new advertising, marketing and communications campaigns, as well as new amenities and services for guests at DoubleTree by Hilton's fast-growing collection of 240 hotels on five continents.

"The introduction of our new DoubleTree by Hilton global identity communicates, with a new unified worldwide look, the brand's proud Hilton Worldwide affiliation and acts as a stronger symbol for current and future customers to associate today's DoubleTree by Hilton with its highly positive brand attributes," said Chris Nassetta, president and chief executive officer for Hilton Worldwide.

Design features of the DoubleTree by Hilton brand identity include:

- Addition of “by Hilton” to the brand name in proper theme and variation, to create a more direct affiliation and distinction between DoubleTree and its parent company, Hilton Worldwide;
- Introduction of a modern, sophisticated, stylized illustration of the brand’s signature two trees
- Integration of new, contemporary fonts and color palettes custom-designed for the brand

The brand is adopting the new brand identity, following extensive research and testing amongst thousands of travelers and DoubleTree by Hilton owners, employees and suppliers during the past several months to identify internal perceptions of the brand and assess how well DoubleTree by Hilton delivered against current and perceived brand expectations and experiences. The input provided basis and foundation for the development of several logo and name concepts. A final group of logo designs were then selected for consumer testing by select focus groups representing cultures around the world. Consumer feedback drove selection of the final logo to symbolize the refreshed strength and renewed style that represents the brand today.

“By celebrating a modern, updated look and feel for Doubletree by Hilton in logo, product and services, we hope this new brand strategy will enhance name recognition and consumer preference and energize these outstanding hotels’ natural and welcoming characteristics for many months and years to come,” said Paul Brown, president – global brands and commercial services for Hilton Worldwide.

The brand re-design is the first major change to the iconic brand since 1995. The global repositioning and rebranding strategy also is an evolution of the “by Hilton” branding that has existed for a fast-growing collection of hotels outside of the United States. Since 2007, the brand has maintained separate identities in different parts of the world. This updated business strategy now eliminates the potential for customer confusion and helps integrate the equity of the brand’s worldwide portfolio.

Once launched in the first half of 2011, the new brand identity's earliest public-facing appearances will be through print and digital marketing, communications and advertising campaigns and on newly opened DoubleTree by Hilton properties. A comprehensive plan will guide the transition of the identity into signage, amenities and collateral at the existing 240 DoubleTree by Hilton hotels and resorts worldwide. A new naming architecture for hotel locations also will be implemented in conjunction with the launch of the new identity. The names of most existing and new DoubleTree by Hilton hotel properties will be evaluated and reordered for consistency to emphasize the strength and power of the new brand identity, followed by the hotel's geographic descriptions.

"As DoubleTree by Hilton enters a new decade, our new name and logo are just the beginning of a comprehensive rebranding initiative that will serve as a catalyst to further engage and inspire the distinct service, style and personality that more than 50,000 owners, operators, corporate executives and hotel team members proudly represent for the DoubleTree by Hilton brand each and every day," said Rob Palleschi, global head for Doubletree Hotels.

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About Doubletree Hotels

With a growing collection of contemporary, upscale accommodations in more than 240 gateway cities, metropolitan areas and vacation destinations worldwide, Doubletree Hotels are distinctively designed properties that provide true comfort to today's business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors® guest reward program, each Doubletree guest receives a satisfying stay wherever their travels take them. To make reservations at any Doubletree hotel, travelers can visit our website at www.Doubletree.com, contact their preferred travel professional or call 1-800-222-TREE in the U.S. and Canada.

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 3,666 hotels and 600,000 rooms in 82 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, 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, visit www.hiltonworldwide.com.