



Hilton
Baltimore BWI Airport

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WHAT MAKES A WEARY TRAVELER FEEL GOOD?
IT CAN BE AS SIMPLE AS RETRIEVING A HEAVY PIECE OF LUGGAGE
FROM THE BAGGAGE CAROUSEL.

BALTIMORE – October 4, 2006 - In conjunction with its opening today, the **new Hilton Baltimore BWI Airport** launches its version of the "*Kindness Crew*" - a 30-day program staged at BWI Thurgood Marshall Airport whose sole purpose is to do good deeds for travelers while welcoming them to our area.

The best part about the *Kindness Crew* program is that it isn't just for the Hilton hotel's customers. And, they promise that arriving passengers won't be solicited and the *Kindness Crew* won't accept tips for their efforts.

Handing out bottled water curbside, providing directions, and hand sanitizer are just some of the random acts of kindness our *Kindness Crew* will perform regularly over the month ahead. All the *Kindness Crew* asks is that these people "pay it forward" -- or do something nice for three more people so as to keep up the kindness.

The inspiration for the program drew from several sources that leverage the idea that performing random acts of kindness inspires recipients of such gestures to carry another act of kindness forward.

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When Hilton Hotel's announced its *be hospitable*[®] initiative, it appealed to its associates to spread the "light and warmth of hospitality." As the newest member of the Hilton Family of Hotels, the Hilton Baltimore BWI Airport shares the same mission. And so, the management team of the new hotel started thinking of ways they could embrace that message. The notion that one simple gesture of common courtesy extended to one individual can alter the entire travel routine definitely hit a chord with them.

"Our goal is to spread a little joy to strangers to remind people that the world can still be a good place. Therefore, we are excited to send our Crew over to the BWI Thurgood Marshall terminal to spread as much kindness as possible," said Greg Miller – president of the company that manages the day-to-day operations of the new Hilton hotel. "Instantly, it reminded me of the book and the movie Pay It Forward. With the *Kindness Crew* modeled after a traveling group from Canada, we have taken this message and turned it into an action plan right here in the Mid-Atlantic. Best of all, this program fits well with our corporate vision of the *Virtuous Cycle*[™]."

"We live in a fast-paced and often unkind world, but we haven't forgotten that being nice is the secret to lifelong success. Our *Kindness Crew* is leading by example. Given the hectic nature of travel, I think our grassroots campaign is powerful," stated the hotel's General Manager, Robert Trammell.

In addition to deploying the *Kindness Crew* to welcome guests at BWI, the new hotel will also be offering ten [10] "Be Hospitable" rates each night for the entire month of Nov and December. Not only does this afford an unprecedented rate of \$79 to ten lucky guests each night for 60 nights, they will also dedicate \$10 of that rate to support the Hospitality, Culinary Arts and Tourism [HCAT] program of Anne Arundel Community College – a target donation of \$6,000. "Educating young adults and others looking toward a career in this wonderful industry of hospitality is a core principal of our company culture and we are pleased to partner with Anne Arundel Community College in this and future programs," said Miller.

Sure it's not a revolutionary idea for a company to build altruism into its business plan. But every gesture someone makes to spread kindness matters. And, the new Hilton Baltimore BWI Airport understands that today's consumers are shopping with a conscience. From an economic perspective, altruism works.

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About the new Hilton Baltimore BWI Airport:

With an airy, ultramodern design accentuated by original artwork by local masters, the new 280-room Hilton Baltimore BWI Airport opened Oct. 4, 2006 with a mission to energize and rejuvenate weary travelers. The hotel is ideally located adjacent to the airport grounds with a signature restaurant, coffee bar, the area's largest ballroom and contemporary recreation facilities. Echoing the Hilton philosophy that travel should be inspiring, artwork from a diverse group of local artists in several distinctive mediums is displayed throughout the hotel.

Each of the hotel's 280 guestrooms is furnished with the new Hilton Serenity Collection® of luxurious in-room amenities. The Hilton Serenity Bed features the Serta Suite Dreams® mattress and box springs, Pacific Coast® down duvet, Super Topper mattress pads, and high-quality linens and pillows. The Hilton Serenity Collection in-room coffee system features world-renowned Lavazza® coffee from Italy, and an exclusive Cuisinart® dual-cup, single-brew coffeemaker. The Hilton Serenity Bath Collection offers the exclusive Crabtree & Evelyn La Source® line of bath amenities. In-room entertainment offerings include the easy-to-set Hilton Family alarm clock with MP3 player connectivity and 32" flat-screen High Definition televisions, making it the first hotel at the airport with these in every guestroom. Each guestroom also has an executive desk with an ergonomic chair, wired and wireless high speed internet access, and a hospitality center with a minibar. Guestroom baths continue the unique design elements of the hotel by offering granite counters with semi-recessed sinks, solid wood cabinetry and either a spacious tub and shower combination or a contemporary glass enclosed shower.

For events and banquets, the hotel offers 12,000 square feet of flexible meeting space, including an 8,300 square foot ballroom that can accommodate up to 725 guests and is equipped to handle sophisticated audio/visual productions. Business travelers and meeting attendees can also take advantage of the 24-hour self-service business center.

The hotel's signature three-meal restaurant, acqua, is notable for its 21st-century interpretation of classic Chesapeake Bay dishes and a carefully chosen wine list. acqua's avant-garde design features include a wrap-around glass wall that affords plenty of natural light and a peaceful outdoor seating area surrounded by a wooded embankment. The beautiful room can be partitioned to accommodate private dining and receptions.

For fitness and relaxation, guests can enjoy the sparkling indoor pool and whirlpool, as well as the free-standing, state-of-the-art fitness center with 14 stations of the latest fitness equipment. Hotels guest can also relax on the second floor sundeck with spectacular views of arriving and departing flights from BWI Thurgood Marshall Airport.

Travelers staying at this hotel can participate in the Hilton HHonors® guest reward program, allowing guests to earn both hotel points and airline miles for the same stay at more than 2,800 hotels worldwide.

Getting There: The Hilton Baltimore BWI Airport is located in the heart of the BWI Business District at 1739 West Nursery Road, Baltimore (Linthicum), Maryland, United States, 21090. Phone: (410) 694-0808. For more information or to make reservations, contact Hilton Reservations Worldwide at 1-800-445-8667 or visit www.baltimoreairport.hilton.com.

For a copy of the release on the local area artist's being displayed, please contact Mr. Robert Trammell at (410) 694-0808 or via email Robert_Trammell@hilton.com

About Hilton Hotels ...and its be hospitable philosophy:

Hilton Hotels is part of Hilton Hotels Corporation (NYSE:HLT) the leading global hospitality company, with more than 2,800 hotels and 490,000 rooms in more than 80 countries, including 150,000 team members worldwide.

Hilton Hotels has been and continues to be a pioneering innovator in the full-service hospitality segment, operating under the belief that Travel is more than just A to B.... Travel Should Take You Places®. With a name that is synonymous with excellence in hospitality and respected throughout the world, Hilton celebrates the accomplishment, enlightenment, renewal and celebration that travel enables. This commitment to personal guest achievement influences all decisions about products, programs and amenities, and is underscored by the belief that travel can and should be transformative. Each unique Hilton Hotel was specially built to reflect the sense of place of its location and each team member chosen to reflect a commitment and support of the local culture and community. For more information, please visit our website at www.hilton.com and to learn more about our innovations for your own personal journey, please www.hiltonjourneys.com.

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 10 brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity.

Hilton Hotels Corporation's sponsorship of the U.S. Olympic Team will extend through the 2008 Olympic and Paralympic Games in Beijing, China, and includes the 2008 U.S. Paralympic Team(s) and the 2007 U.S. Pan-Am Team.

For more information about our company, please visit www.hiltonworldwide.com, and to learn more about our be hospitable philosophy, please visit www.behospitable.com

About PM Hospitality Strategies, Inc.:

Based in the Mid-Atlantic with four hotel developments completed in Maryland, PM Hospitality Strategies Inc. is a privately-owned company providing management, development, consulting and accounting expertise for the hospitality industry. Currently concentrated in the Mid-Atlantic and Northeast region [U.S.], PMHS manages 14 franchised hotels with Hilton and other companies. These hotels represent approximately 2,500 rooms and 1,200 employees.

PMHS is an award-winning hospitality management organization, dedicated to providing leadership within the industry. Since inception, PMHS's total receipts have continually grown faster than industry averages and its same store sales have grown in every year since founding the company - including the difficult years after 9-11. Among its many awards in its 10 years of business, PMHS was recently recognized at the HSMIA Adrian Awards in NYC for advertising and web initiatives.

Experienced in hotel development as well, PMHS has participated in the development and/or renovation of sixteen hotels with 2,500 rooms. These projects encompass well over \$300 million in capital improvements. Additional information about the company may be found at its Web site: www.pmhs.com.

At PM Hospitality Strategies, Inc., hotel excellence is our passion and it shows.

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