

HILTON HOTELS MILESTONES

- 1919 Conrad Hilton purchases his first hotel, **The Mobley**, in Cisco, Texas.
- 1925 Conrad Hilton builds the first hotel to carry the "Hilton" name: "**The Hilton**," in Dallas.
- 1938 Hilton operates first property outside Texas: **The Sir Francis Drake** in San Francisco.
- 1942 Hilton moves its corporate headquarters to Los Angeles.
- 1943 Hilton becomes the first coast-to-coast hotel chain in the United States with the purchase of two hotels in New York City: **The Roosevelt** and **The Plaza**.
- 1945 Hilton becomes a major national force in the hospitality industry with the purchase of **The Palmer House** and **The Stevens** (now the Chicago Hilton and Towers). The latter was then the largest hotel in the world.
- 1946 **Hilton Hotels Corporation** is formed and listed on the New York Stock Exchange (NYSE:HLT), with Conrad N. Hilton as president.
- 1949 Conrad Hilton leases "the greatest of them all," **The Waldorf=Astoria®** in New York.
- The first Hilton outside the continental United States opens: The Caribe Hilton in Puerto Rico.
- Hilton International Co., a wholly owned subsidiary is formed.
- 1953 The first Hilton opens in Europe: **The Castellana Hilton** in Madrid.
- 1954 Hilton consummates the largest real estate transaction to date with the purchase of **The Statler Hotel Company** for \$111 million.
- 1960 **Conrad Hilton** named chairman of the board, Hilton Hotels Corporation.
- 1964 **Hilton International** spins off as a separate corporation, with Conrad Hilton as president.
- 1965 **Statler Hilton Inns**, the corporate franchising subsidiary (now **Hilton Inns**) is formed.
- 1966 **Barron Hilton** becomes president of Hilton Hotels Corporation.
- 1967 **Hilton International** acquired by TWA, Conrad Hilton continues as chairman of the board.
- 1970 Hilton becomes the first NYSE-listed company to enter the domestic gaming business with the purchase of the **Las Vegas Hilton** and the **Flamingo Hilton**.

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- 1973** "HILTRON" goes on line. It is the most sophisticated computerized hotel reservation referral and reporting system in the industry with up-time of 99%.
- 1977** Hilton becomes sole owner of **The Waldorf=Astoria**. The purchase price: \$35 million.
- 1979** **Conrad N. Hilton** dies at age 91. **Barron Hilton** named chairman of the board.
- 1982** The **Las Vegas Hilton** adds 391 rooms and becomes the then-largest hotel in the world, with 3,174 guestrooms.
- 1985** The first Conrad International hotel, the 609-room **Conrad Jupiters, Gold Coast** casino-resort opens on the Gold Coast of Queensland, Australia.
- The rebuilt Conrad Hilton re-opens as the 1,600-room **Chicago Hilton and Towers**. At \$180 million, it is the largest hotel rehabilitation to date.
- The completion of renovations at the **Hilton Hawaiian Village®** and the **San Francisco Hilton and Towers** culminates Hilton's \$1.2 billion restoration and expansion program of 12 Classics of American Hospitality from coast to coast.
- 1987** **Hilton HHonors®**, the company's frequent guest reward program, is introduced.
- 1989** The company's **first all-suite property** is introduced when the **Hilton Suites - Anaheim** opens in California.
- 1991** Hilton establishes **Hilton Grand Vacations Company®**, a nationwide system of vacation ownership resorts.
- 1994** Hilton celebrates **75 years of innovation, marking the company's Diamond Anniversary**.
- Hilton is the **first major hotel chain to achieve 100 percent compliance with electronic door lock systems** in all U.S. hotels.
- HHonors Reward Exchange** is introduced, making HHonors the only guest reward program allowing travelers to exchange points for airline miles and airline miles for points.
- 1995** **Hilton** flies into cyberspace by launching its Internet site at **http://www.hilton.com**. Computer users worldwide now have instant access 24 hours a day to make room reservations electronically, and find out about hotel programs, special offers and other information on the company.
- 1996** **Stephen F. Bollenbach** is named president and chief executive officer. He is the first person in the company's history to hold the title of CEO whose last name is not "Hilton."
- The **Hilton 2000** global expansion plan is announced, which includes the development of more than 200 **Hilton Garden Inn™** properties by year-end 2000. Hilton Garden Inn hotels target middle-market travelers as a "four-star property at a three-star price."

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Hilton Hotels Corporation becomes the **world's largest casino gaming company** with the acquisition of **Bally Entertainment Corporation**.

Hilton Hotels Corporation celebrates its **fiftieth anniversary as a listed company on the New York Stock Exchange**. At year-end 1946, approximately 1.6 million total shares are outstanding and the company has a market value of approximately \$25 million. In 1996, Hilton Hotels Corporation has 197 million shares outstanding and has a market capitalization of approximately \$6.2 billion.

1997

Hilton Hotels Corporation and British company **Hilton Group plc** (current owners of the Hilton name outside the United States) announces the signing of a worldwide strategic alliance that **re-unites the famous Hilton brand worldwide for the first time in 32 years**.

Hilton Reservations Worldwide (HRW) expands its North American operations with the opening of a reservations center in **Hazleton, PA**. This marks HRW's first expansion within the United States beyond their home base in Carrollton, Texas.

1998

Hilton unveils a new worldwide logo and a new ad campaign. It Happens at the Hilton™ -- becomes the first global brand advertising campaign for Hilton in over 30 years.

Hilton spins off its gaming operations into a separate, publicly held company, Park Place Entertainment Corporation. Stephen F. Bollenbach is Chairman of the Board.

1999

Hilton announces the successful launch of its new \$30 million state of the art central reservation system (CRS) called HILSTAR, creating a network of more than 500 hotels worldwide.

Hilton Hotels Corporation acquires Promus Hotel Corporation in \$3.7 billion transaction expanding its family of brands to include Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Homewood Suites® by Hilton and Harrison Conference Centers®. With this acquisition Hilton's portfolio of reaches more than 1,800 hotels in all 50 states.

2000

Hilton HHonors, the company's award-winning guest reward program, **broadens its program to include a significantly larger family of Hilton Hotels Corporation brands**: Doubletree, Embassy Suites Hotels, Hampton Inn, Hampton Inn & Suites and Homewood Suites, in addition to Hilton and Conrad International.

The **1000th Hampton Inn** opens in Hayward, California, a feat the Hampton Inn brand achieves in only 16 years since its founding in 1984, faster than any other hotel brand of comparable size.

Homewood Suites is re-branded as Homewood Suites by Hilton. Newly introduced plans are to have more than 100 properties in design or under development by 2003.

Hilton Group plc and Hilton Hotels Corporation formed a joint venture company to expand the Conrad brand of luxury hotels on a worldwide basis. Owned equally by Hilton Group plc and Hilton Hotels Corporation, **Conrad Hotels**, will be headquartered in Brussels, Belgium.

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2001

Hilton Garden Inn opens 100th property, the Hilton Garden Inn Orlando at Sea World International Center in Florida as part of the Hilton Garden Inn Centennial Celebration, where 100 U.S. Hilton HHonors members received 100,000 HHonors points and three free nights at the

brands 100th property.

Homewood Suites by Hilton, a leading national brand of upscale all-suite, residential-style hotels opens 100th property in the re-emerging Enterprise Zone of Washington, D.C.

2002

Hilton Hotels Corporation launches a new urban vacation ownership product, **The Hilton Club™**. This concept establishes a distinctive new niche in the vacation ownership industry by incorporating an urban setting and a collection of high-end services and exclusive travel privileges tailored for Members Only. The first project will be located on two designated floors of the Hilton New York.

Hilton Hotels Corporation completes the purchase of the **Hilton Waikoloa Village** on Hawaii's Big Island. The world-famous resort sits on 62 acres on the Kohala Coast and boasts 1,241 rooms.

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05/02