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The Beverly Hilton Named Four-Star Hotel by Forbes Travel Guide

The Beverly Hilton Named One of 177 Four-Star Hotels; All Winners Showcased on Newly Launched Forbes Travel Guide Website Startle.com

NEW YORK CITY — (November 15, 2011) — Forbes Travel Guide, formerly Mobil Travel Guide, today unveiled its 54th annual listing of Five-Star and Four-Star hospitality establishments worldwide, and named The Beverly Hilton as part of this list.

The Beverly Hilton has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for over 55 years. “Each day, we strive to provide our guests with a level of satisfaction based on the ‘gold standard’ set by Forbes Travel Guide and synonymous with luxury of Beverly Hills. Therefore, it is an honor and a privilege to be recognized for the fifth consecutive year with a Forbes Four-Star rating by Forbes Travel Guide,” said Sandy Murphy, General Manager of The Beverly Hilton.

The Beverly Hilton is the latest installment to the travel ratings system that has been the gold standard in the industry since 1958. “Our annual ratings represent the best of the best in hotels, restaurants and spas. They serve as guideposts for consumers who are looking for exceptional travel experiences,” said Shane O’Flaherty, President, inspections and ratings, Forbes Travel Guide. “This year, we are thrilled to be able to provide rich new content for each of our Five-Star and Four-Star honorees on our just-launched travel planning platform, Startle. It’s a whole new way to explore which of these select properties is right for you.”

The Beverly Hilton will be showcased with all of the 2012 award winners on Startle.com, the new interactive website of Forbes Travel Guide. Launched today, the site features exclusive offers, or “Star Experiences,” thousands of unique photos and videos on award-winning properties and destinations, social activity and access to some of the world’s leading luxury hospitality brands and tastemakers, and original expert answers to the questions of travel from Forbes Travel Guide inspectors. With its expert content, social connections, curated lists, and exclusive offers and experiences, Startle.com delivers a one-of-a-kind destination online for the most discerning travelers.

For a detailed explanation of how Forbes Travel Guide compiles its Star ratings, visit www.startle.com. Follow Forbes Travel Guide on Twitter: www.twitter.com/ForbesInspector.

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About Forbes Travel Guide

Forbes Travel Guide, originator of the prestigious Mobil Travel Guide Star ratings and certifications, has provided the most comprehensive ratings and reviews of hotels, restaurants and spas since 1958. In October 2009, Mobil Travel Guide announced a strategic partnership with Forbes Media LLC. This exclusive licensing agreement between two industry leaders with more than 140 years of combined experience transfers the hospitality industry's premier star rating and travel guide brand from ExxonMobil to Forbes. Forbes Travel Guide has a team of expert inspectors who anonymously evaluate properties against rigorous and objective proprietary standards, providing consumers the insight to make better-informed travel and leisure decisions.

About Forbes Media LLC

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches on average more than 17 million people monthly. The company publishes Forbes and Forbes Asia, which together reach a worldwide audience of more than 6 million readers. It also publishes ForbesLife magazine, in addition to licensee editions in China, Croatia, India, Indonesia, Israel, Korea, Poland, Romania, Russia and Turkey.

Other Forbes Media Web sites are: Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach on average nearly 40 million business decision makers each month.

About The Beverly Hilton

Opened in 1955 by distinguished hotelier Conrad Hilton and currently owned by Beny Alagem and Oasis West Realty LLC, the Forbes Travel Guide Four-Star Beverly Hilton has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for over 55 years. Located at the gateway to Beverly Hills at the intersections of Wilshire and Santa Monica Boulevards, the 569-room hotel features 101 suites including the Penthouse Suites. With more than 60,000 square feet of upscale indoor and open-air event space all on the lobby level, the hotel's famed International Ballroom is the centerpiece of the International Collection. Home to numerous notable annual events such as the Golden Globe Awards Show, Oscar Nominee Luncheon, and Pre-Grammy Gala, The Beverly Hilton can produce worldwide productions with three multi-faceted ballrooms, nine additional meeting rooms, and an Executive Meeting Center with AVT Event technology by design.