



FOR IMMEDIATE RELEASE:

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THE BEVERLY HILTON IS AWARDED A 2010 FORBES TRAVEL GUIDE FOUR STAR RATING

Beverly Hills, CA November 2009 – The Beverly Hilton was honored with a 2010 Forbes Four Star Award by Forbes Travel Guide, formerly Mobil, in the first awards since the brand transfer from Mobil to Forbes was announced this Fall. The list has defined the industry’s highest standard for excellence in hospitality for over 50 years. As the originators of the prestigious star rating system, Forbes Travel Guide provides one of the most comprehensive evaluation systems of hotels, restaurants and spas in the world. The Beverly Hilton’s review by Forbes Travel Guide’s incognito experts can be found online at www.forbestravelguide.com

“We are proud to be recognized with a Forbes Four Star rating by Forbes Travel Guide for the third consecutive year. It is our honor to serve each and every guest with a level of luxury and satisfaction synonymous with Beverly Hills and the Forbes Travel Guide “gold standard” expert criteria,” said Sandra Murphy, General Manager of The Beverly Hilton.

“We are thrilled to have our brand join Forbes. The 2010 edition is the first under the Forbes Travel Guide banner and we look forward to a long and successful partnership with Forbes,” said Shane O’Flaherty, President and CEO of Forbes Travel Guide, who noted that while the hospitality industry has been challenged this year, it has risen to the occasion. “With an unprecedented downturn in the economy this year, properties have taken steps to refine their processes to become more efficient. Yet, it is important to note that the employees of these same properties have remained as engaged and passionate as ever about providing the best guest experience that they can.”

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2-2-2-2 Forbes Four Star Rating

Forbes Travel Guide's ratings process is based on more than 750 standardized criteria for hotels, making it the most rigorous and comprehensive in the industry. The process begins with a facility inspection that considers every aspect of the property, including its overall cleanliness, condition and location. To achieve Forbes Travel Guide Four and Five Star status, properties must meet or exceed the bar-setting service standards, which are determined through an unannounced, undercover service evaluation conducted by Forbes Travel Guide's expert inspectors.

ABOUT THE BEVERLY HILTON

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Opened in 1955 by distinguished hotelier Conrad Hilton, The Beverly Hilton has combined the excitement and entertainment of Hollywood with the prestige of Beverly Hills for 50 years. Located at the gateway to Beverly Hills at the intersection of Wilshire and Santa Monica -Boulevards, the 570-room hotel features 101 suites including the nine private luxury suites within The Penthouse Collection. 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 of many notable annual events including the Golden Globe Awards, Oscar Nominee Luncheon and the Milken Institute's Global Conference, The Beverly Hilton offers three multi-faceted ballrooms, nine additional meeting rooms, an Executive Meeting Center with unrivaled technology by design to make any meeting a success.

Owned by entertainer Merv Griffin from 1987 to 2003, Beny Alagem and Oasis West Realty LLC purchased The Beverly Hilton in late 2003 immediately embarking on an \$80 million reinvention of the 8.9 acre property. Just as The Beverly Hilton defined luxury living when it opened, the newly redefined Beverly Hilton does so once again with the elegance and style considered synonymous with Beverly Hills.

ABOUT FORBES TRAVEL GUIDE

Forbes Travel Guide, formerly Mobil Travel Guide, originator of the prestigious Mobil 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 Exxon Mobil 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.

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