

the
BEVERLY HILTON



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CONTACT: Lynda Simonetti
(310) 285-1322
lynda.simonetti@hilton.com

SAY ALOHA TO HAPPY HOURS AT TRADER VIC'S LOUNGE

BEVERLY HILLS, Calif. – (July 7, 2010) – Get your Tiki-on seven nights a week at Trader Vic's Lounge poolside at The Beverly Hilton. The home of the original Mai Tai is one big happy hour of festive libations and Hawaiian hors d'oeuvres at incredible savings this summer.

For all who thirst ancient Polynesian ceremonial Luau drinks served in festive stemware and crave Tidbits & Pupus, Trader Vic's Lounge is happy hour-central seven days a week. Starting on July 7, 2010 happy hour kicks off at 5:00pm until 7:00pm with half price drink specials and appetizers and \$7.00 self-parking for the first three hours.

Whether wearing a business suit or bathing suit, happy hours are out of this world at the home of the Original *Mai Tai*. All in a day's drink, specials include the one and only Mai Tai, plus the snowy *Bahia* concoction of white rums with coconut and pineapple, the *Tonga Punch* of Caribbean rum with peels of bitter orange from the Curacao Island, plus all beer and house wines. Small bites come in all shapes and sizes from Cosmo Tidbits (Spareribs, Crab Rangoon, BBQ Pork), Butterflied Crispy Prawns, Beef Cho-Cho on a flaming purple hibachi, and the sensational steaming Lobster Dumplings and chilled cracked Alaskan King Crab Legs just to name a few Tidbits to wet the appetite.

Founded in 1934, Trader Vic's Inc. is a group of company-owned and franchised restaurants. Based in the San Francisco Bay Area, Trader Vic's has locations stretching from the United States to Europe, the Middle East and Asia. For more information, visit www.tradervics.com.

Opened in 1955 by distinguished hotelier Conrad Hilton, 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 world-famous intersection of Wilshire and Santa Monica Boulevards, the 569-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

About Hilton Hotels

Hilton Hotels is the stylish, forward-thinking global leader of hospitality that welcomes guests in more countries than any other full-service hotel brand. The Hilton brand currently includes more than 530 hotels and resorts in 76 countries, and plans to serve travelers in 80 countries by the end of 2011. By offering innovative products, services and amenities, Hilton enables travelers to be at their best 24/7, whether traveling for business or leisure. Start your journey at www.hilton.com.

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 3,600 hotels and 592,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, 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, please visit www.hiltonworldwide.com

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