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**Contact: Pace Cooper, President & CEO  
Cooper Hotels  
901-725-9631**

**HILTON HOTELS CORPORATION RECOGNIZES TWO COOPER HOTELS  
WITH OVERALL PERFORMANCE EXCELLENCE AWARDS**

Memphis, Tenn., April 17, 2008 – Hilton Hotels Corporation has presented its prestigious Overall Performance Excellence Award to two of Memphis-based Cooper Hotels' three Hilton brand hotels. The company's Hilton Knoxville Airport and the Hilton Naples, Fla., received the awards which are given annually to the Hilton brand hotels in North America that achieve the top scores for the company's key performance indicators on the Hilton balanced scorecard.

Performance indicator categories on each hotel's scorecard include quality assurance, customer loyalty, service and customer satisfaction ratings.

In presenting the awards, Jeff Diskin, senior vice president of brand management – Hilton Hotels and Resorts, said, "We believe that the key to creating positive guests experiences is to provide inspired service in a consistent and hassle-free manner. The winning hotels have done just that and are representative of the high standards to which we hold our brand."

Over 400 Hilton brand hotels vie for the award each year, with only eight receiving the award for 2007 performance. The Hilton Knoxville Airport is the only Hilton hotel in Tennessee to receive the award. The Hilton Naples is the only Hilton hotel in Southwest Florida and one of only two hotels in the state to receive the award.

**About Cooper Hotels**

Cooper Hotels is a privately owned multi-brand owner/operator of hotels located throughout the eastern half of the U.S. Based in Memphis, Tennessee, the company's portfolio consists of 22 hotels 13 of which are Hilton Family of Hotels franchised properties. Cooper Hotels owns the distinction of being the only company to own all hotels bearing the names of all major franchised brands within the Hilton Family, including Hampton, Homewood Suites by Hilton, Hilton Garden Inn, Doubletree, Hilton and Embassy Suites. For more information on Cooper Hotels visit [www.cooperhotels.com](http://www.cooperhotels.com).

**About Hilton Hotels Corporation**

Hilton Hotels is the leading global hospitality company, with nearly 2,800 hotels and 475,000 rooms in more than 80 countries, including 150,000 team members worldwide. The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton®, Conrad®, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton®, and The Waldorf=Astoria Collection™.