



## HILTON INVITES THE WORLD TO PLAY

– Becomes Official Hotel Partner of Live Nation, Creating All-Star Entertainment Experiences to Reignite Play –



**McLEAN, VA (Jan. 12, 2015)** – Unused vacation time. Extended workdays. Forgotten holidays. Year after year and in headline after headline, it's becoming more apparent: the world has lost its passion to play. Today Hilton Worldwide (NSE: HLT) embarks on a

mission to excite and inspire the world to play again with the announcement of a five-year strategic marketing partnership with Live Nation, the world's leading live entertainment provider. Through the relationship, Hilton will benefit from Live Nation's fully integrated global music platform including concerts, VIP access, digital media, ticketing, content, and performance venues.

Hilton is setting out to inspire a new, healthier mindset—encouraging people to seek out the unfamiliar, to appreciate a different point of view and to learn from every day experiences and travel moments. That mission begins with the launch of "Hilton at Play," a global campaign created to connect people with enriching and playful experiences. Live Nation will help anchor "Hilton at Play" and extend the message beyond Hilton's more than 4,250 hotels worldwide.

The partnership will see Hilton become the "Official Hotel Partner" of Live Nation. Members of Hilton HHonors, Hilton's 42-million-member-strong guest loyalty program, guests and team members will be encouraged to play through experiences such as unique once-in-a-lifetime artist connections as well as highly sought-after concert tickets and private hotel concert events. Additionally, Hilton will receive access to unique content from hotel concert events and select artist connections, a robust digital media plan on LiveNation.com and Ticketmaster.com, and "Where to Stay" booking links integrated on venue pages on both websites worldwide.

Hilton and Live Nation are scheduling play dates with award-winning artists at Hilton locations throughout the world—with the first taking place February 23 at the Conrad New York with GRAMMY®-nominated artist Paramore. In addition, Hilton HHonors members will be invited to redeem HHonors points and bid on exclusive play experiences such as sound checks and 'meet & greet' moments.

"Around the world, people simply are not taking time off from work to play. For example, we have observed that in the U.S., Americans are taking less vacation time than at any point in the last four

decades. ‘Hilton at Play’ is our response: it’s a cultural catalyst for change and a reminder of the power of travel,” said Jeff Diskin, executive vice president, commercial services at Hilton Worldwide. “We’ve entered into the Live Nation partnership—one of the largest in Hilton’s 95-year history—in the hopes that we can inspire the world to stop and listen to the music, take a hard-earned vacation, and join us in this journey to reclaim playtime.”

Additionally, as the Official Hotel of Live Nation, Hilton will host Live Nation concert-goers, employees and touring productions during their travels at the company’s 12 world-class global brands at the more than 4,250 hotels in 93 countries.

“Live Nation’s fans from around the world are avid travelers, creating exceptional memories around their journeys to any one of our 23,000 global concerts,” said Russell Wallach, president, Live Nation Media & Sponsorship. “We have a shared mission, and our collaboration will fuel these moments, going beyond simply accessing music events to focusing on inspiring people to travel and share their experiences.”

### **Playing with an Elite Team**

Live Nation is the next chapter in Hilton’s long and storied history in music, entertainment and sports. Building on Hilton’s legacy of playful partnerships, the company announces renewed relationships with the GRAMMY Awards® and GLAAD.

The first GRAMMY Awards® were held at the Beverly Hilton in 1959, and for more than 25 years Hilton has had a tradition of supporting The Recording Academy as the Official Hotel Partner of the GRAMMY Awards®. Hilton recently renewed the partnership through 2017—enabling Hilton to provide exclusive experiences for its guests and Team Members and continuing the tradition of supporting The Recording Academy®, The GRAMMY Museum® and The Recording Academy’s non-profit organization, [MusiCares](#). Next month, Hilton will, again, host one of the most coveted parties in the music business—the Clive Davis Pre-GRAMMY Gala—at the legendary Beverly Hilton.

As the Exclusive Hotel Partner and Presenting Sponsor of the GLAAD Media Awards, Hilton will host the 26th Annual Media Awards on March 21, 2015 at The Beverly Hilton and May 9, 2015 at Waldorf Astoria New York. The GLAAD Media Awards recognize and honor media for their fair, accurate and inclusive representations of the lesbian, gay, bisexual and transgender (LGBT) community and the issues that affect their lives.

Live Nation joins a list of Hilton’s existing partners, which will work in tandem to excite the world to play in 2015—and beyond. This list includes the NBCU [Golden Globe® Awards Show Viewing and After-Party](#), [McLaren Honda Formula 1 team](#), U.S. Olympic Committee, Canadian Olympic Committee, Chinese Olympic Committee, [the European Tour](#), [James Beard Foundation](#) and NBCUniversal.

## **Hilton's Days of Play Giveaway**

In celebration of the campaign kick-off, Hilton launches its Days of Play giveaway on its [Facebook](#) page, offering daily opportunities for play. The giveaway features Hilton's portfolio of hotels and partners, including a Hawaiian vacation, tickets to the 57<sup>th</sup> Annual GRAMMY Awards®, and more.

### **A Creative Play**

New "Hilton at Play" campaigns will run across TV, print, radio and online advertising, showcasing the range of enriching experiences Hilton offers its guests across its portfolio of 12 brands. Whether it's an hour at the local hotel spa, a short city weekend escape to New York or a weeklong vacation to Bora Bora, Hilton is committed to inspiring travelers to break away from their daily lives and play.

For more information, or to become a Hilton HHonors member, visit [www.HHonors.com](#).

### **About Hilton Worldwide**

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 95 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 12 world-class global brands is comprised of more than 4,250 managed, franchised, owned and leased hotels and timeshare properties, with more than 700,000 rooms in 93 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Curio - A Collection by Hilton, Canopy by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit [news.hiltonworldwide.com](#) for more information and connect with Hilton Worldwide at [www.facebook.com/hiltonworldwide](#), [www.twitter.com/hiltonworldwide](#), [www.youtube.com/hiltonworldwide](#), [www.flickr.com/hiltonworldwide](#) and [www.linkedin.com/company/hilton-worldwide](#).

### **About Hilton HHonors**

Hilton HHonors, the award-winning guest-loyalty program for Hilton Worldwide's eleven distinct hotel brands, offers more than 40 million members more ways to earn and redeem points than any other guest-loyalty program, enabling them to create experiences worth sharing at more than 4,200 hotels in 93 countries and territories. HHonors members can now redeem points for any room, anywhere, anytime, including the most luxurious suites, using any of four room rewards: Premium Room Rewards, Room Upgrade Rewards, Points & Money Rewards and Standard Room Rewards. In addition, HHonors members can use points to purchase unique experience rewards, merchandise and vacation packages, make charitable contributions and more. HHonors is also the only guest-loyalty program to offer 'No Blackout Dates' and 'Points & Miles' for the same stay at its properties worldwide, including participating

Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy By Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. Membership in HHonors is free, and travelers may enroll online by visiting [www.HiltonHHonors.com](http://www.HiltonHHonors.com) or connect with Hilton HHonors at [news.hiltonhhonors.com](http://news.hiltonhhonors.com). Members can now also book reservations, manage their accounts, and redeem special offers with the new [Hilton HHonors mobile app](#) for iPhone.

#### **About Live Nation Entertainment**

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, Live Nation Media & Sponsorship and Artist Nation Management. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

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