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HAMPTON PREPARES FOR “LEGENDARY” YEAR OF HISTORIC REFURBISHMENTS

*Save-A-Landmark® Program Kicks Off Ninth Year with Restoration Event Honoring
40th Anniversary of Dr. Martin Luther King’s Death*

MEMPHIS, Tenn., January 17, 2008 — Is Dr. Martin Luther King, Jr. the most legendary figure in modern history? Most people think so. According to survey results released today – just in time for Martin Luther King, Jr. Day on January 21 – more respondents (26 percent) chose Dr. King more than any other notable person. Hampton Hotels (www.hampton.com), which conducted the survey, also announced today that it would honor Dr. King with a massive restoration of the National Civil Rights Museum in Memphis, Tenn. – the site where he was assassinated – as part of its award-winning Save-A-Landmark® program.

The refurbishment of the National Civil Rights Museum will take place in late March and will be the largest effort in the program’s history – more than 100 volunteers will help get the museum ready for the 40th anniversary of Dr. King’s assassination on April 4, 1968. The event will also serve as a kick-off for the Save-A-Landmark program’s ninth year, which has been dubbed the year of “Landmark Legends.” During the next 12 months, Hampton and its employee-volunteers will restore sites that honor some of the most distinguished people in world history – legendary figures that have inspired change, overcome challenge and made a difference.

“As always, we’re ready to roll up our sleeves and do whatever is needed – paint, reconstruct, landscape, anything the sites need – to salute these luminaries and assist with the upkeep of landmarks built in their honor,” said Judy Christa-Cathey, vice president of brand marketing for Hampton. “Dr. King is just one shining example of someone who inspired positive change. We are helping the Museum prepare for the anniversary events marking his life and accomplishments.”

According to Hampton’s “Landmark Legends Survey,” not only is King the biggest legend in modern history, his famous “I Have a Dream” speech is also so well known that more than a third (36 percent) of Americans rank this as the most legendary phrase of all time.

The public can visit the just-launched “Landmark Legends” page at the Save-A-Landmark site, www.hamptonlandmarks.com, and click on “submit a landmark,” to enter their nomination for a legendary

landmark. Also, those looking to stand in the shadow of renowned people and their landmarks can access the site's database for dozens of ideas. Following is just a sampling of "heroic" landmarks already included:

- **Dr. Martin Luther King and the National Civil Rights Museum**, Memphis, Tenn.: This former site of the Lorraine Motel is now home to the National Civil Rights Museum and the site of Dr. Martin Luther King's assassination on April 4, 1968. On that fateful day, Dr King was in Memphis to lead a march of sanitation workers protesting against low wages and poor working conditions. To honor the late Dr. King and to observe the 40th anniversary of his death, Hampton volunteers will be scraping and repainting interior exhibit spaces, landscaping the gardens and power-washing exterior sidewalks and walls.
- **Amelia Earhart Birthplace and Museum**, Atchison, Kan.: Quite possibly the most legendary pilot who ever lived, Earhart was born in the small town of Atchison. Perched atop the west bank of the Missouri River, this award-winning home and museum displays a great number of Earhart artifacts and tells the story of her growing interest in flying. The museum is owned by the Ninety-Nines, an organization of licensed female pilots that Earhart and five friends first formed in 1929.
- **Edgar Allan Poe and the Poe Museum**, Richmond, Vir.: Called "America's Shakespeare," Edgar Allan Poe's dark genius has invited children and adults to read and love literature for more than 150 years. Richmond's Poe Museum boasts the world's finest collection of Edgar Allan Poe's manuscripts, letters, first editions, memorabilia and personal belongings. Opened in 1922, in The Old Stone House, the museum is only blocks away from Poe's first Richmond home and his first place of employment, the "Southern Literary Messenger."

Underscoring the discussion of legendary figures in our culture, Hampton's "Landmark Legends Survey" also revealed a host of statistics about Americans' attitude toward the concept of celebrity:

- **Legendary Saturation:** More than three-quarters (78 percent) of respondents think the word "legend" is overused and feel it should only be used to refer to people who have truly made a contribution to society, rather than those who are simply famous.
- **Life of a Legend:** When asked if they could go down in history as a legend, most respondents (74 percent) would want to be honored for helping others in some way, with one-third (30 percent) of them saying they'd want to be remembered as the best spouse or parent. These responses far outweighed the desire to be the greatest athlete (two percent) or the greatest actor/actress (two percent).
- **Legendary Voices:** Elvis Presley may have died 30 years ago, but his music certainly lives on. In fact, nearly half (43 percent) of Americans consider "The King" to be the most legendary recording artist of all time. Coming in behind him are Frank Sinatra (14 percent) and Michael Jackson (12 percent).
- **Legendary Performers:** Americans also have strong opinions about the most meaningful movie stars. More than a third of survey respondents (36 percent) ranked four-time Oscar-winning actress Katharine

Hepburn as the greatest female screen legend of all time. She was followed by Audrey Hepburn (16 percent), Bette Davis (11 percent) and Julia Roberts (10 percent). With actors, one in five (20 percent) of Americans consider Oscar-winner Jimmy Stewart as the greatest male screen legend of all time – followed by Humphrey Bogart (15 percent), Cary Grant (13 percent), Marlon Brando (11 percent) and Will Smith (10 percent).

From helping the 80-foot Blue Whale in Catoosa, Okla. to the historic World War II destroyer U.S.S. Laffey in Mount Pleasant, S.C., the Save-A-Landmark program has helped research landmarks in need, promoted landmark sites and their importance, facilitated hundreds of thousands of volunteer hours, donated several tons of supplies and worked with matching grants – all at an investment of more than \$2.5 million. Hampton employee-volunteers work hand-in-hand on the landmarks while Hampton provides the dollars to refurbish selected sites.

Landmark nominations have been a key element of the Save-A-Landmark program’s success since its inception in 2000, with thousands of nominations provided by the public. Submissions can be made online at www.hamptonlandmarks.com or by mailing recommendations c/o Save-A-Landmark to 8730 Sunset Blvd, 5th Floor, Los Angeles, CA 90069.

About the “Landmark Legends Survey”

The Hampton Landmark Legends Survey was conducted by Kelton Research between January 2-4, 2008 using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About Hampton Hotels

Hampton, which includes Hampton Inn and Hampton Inn & Suites hotels, is a mid-priced leader in the lodging segment. Hampton is part of Hilton Hotels Corporation, a leading global hospitality company with more than 2,800 hotels and 500,000 rooms in more than 80 countries, including 105,000 team members worldwide. The company owns, manages or franchises a hotel portfolio of some of the best known and most highly regarded hotel brands, including Hilton®, Conrad®, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations®, Homewood Suites by Hilton®, Scandic and The Waldorf=Astoria Collection®. The Hilton Family of Hotels adheres to founder Conrad Hilton’s philosophy that, “It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality.” The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: be hospitable®. The philosophy is shared by all 10 brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity. Hilton Hotels Corporation’s sponsorship of the U.S. Olympic Team will extend through the 2008 Olympic and Paralympic Games in Beijing, China, and includes the 2008 U.S. Paralympic Team(s) and the 2007 U.S. Pan-Am Team. For more information about our company, please visit www.hiltonworldwide.com, and to learn more about our be hospitable philosophy, please visit www.behospitable.com.

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