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MARKING 140 YEARS, THE PALMER HOUSE HILTON LAUNCHES A HISTORY TOUR, OFFERING GUESTS A TRUE TASTE OF ITS PAST

CHICAGO, IL – (May 25, 2010) – If you can identify the date of September 26, 1871 as the day The Palmer House Hilton opened to the public, than you’ve already earned extra credit points for the **Palmer House Hilton’s History Tour**. Part of a new package offered by the property, the History Tour is an in-depth look at the country’s longest continuously operating hotel and the stories and treasures that are housed within.

One of the United States’ 26 remaining grand palace hotels, the Palmer House Hilton completed a \$170 million restoration in 2009. The 1.7 million-square-foot property combines modern amenities and old-world grandeur in 1,639 beautifully appointed guest rooms, 44 deluxe suites, 10 hospitality suites and one lavish 3,700-square-foot penthouse.

Approaching its 140th anniversary this fall, the hotel, built by Potter Palmer for his legendary wife Bertha, has become an icon and a living collection of architectural artifacts, historical inventions, fine art, and countless stories. Before constructing his hotel, Palmer traveled Europe extensively, visiting the great homes, palaces and civic buildings as inspiration for his own masterpiece.

A sampling of History Tour highlights include:

The Lobby

Welcoming guests is the impressive lobby, featuring a muraled ceiling of 21 individual paintings by early 20th century French painter, Luis Pierre Rigal. The ceiling was later restored in 1996 by Lido Lippe, a Florentine who was instrumental in a number of restoration projects in Italy and the United States. Lido restored the entire ceiling on his back from scaffolding that was set up each evening for eight months. The lobby also boasts two bronze winged angels by Louis Comfort Tiffany as well as two wall sconces on either side of the lobby.

The Empire Room

The Empire Room was once a renowned supper club, opening in 1925 and hosting some of the world's most talented performers. When Conrad Hilton purchased the property in 1945, he expanded the room's programming by booking major 20th century names from Broadway and Hollywood, creating a legendary nightclub. Catering to Chicago's Café Society, performers included everyone from Frank Sinatra to Ella Fitzgerald to Liberace.

Grand and State Ballroom

The fourth floor Grand and State Ballroom has hosted significant social, civic, cultural and entertainment events over the years and can be transformed to accommodate any present day function. The interconnected space features 13 original chandeliers total, each adorned with 10,000 fine polished Czechoslovakian crystals.

Red Lacquer Room

Equally stunning is the Red Lacquer Room that houses eight Austrian-made chandeliers dripping with raw garnets. The room's gold gilding, hand carved friezes and moldings required skilled artisans, a rare and costly investment in the 21st century.

Pastry Kitchen

The Palmer House is also home to a delicious invention: the Brownie. In 1892, Bertha Palmer commissioned the chefs to invent this transportable dessert, where it was debuted at the World's Columbian exposition in the Women's Pavilion.

Lasting just over an hour, the Historic Tour tells the tale of business magnate Potter Palmer and his love for his wife Bertha, a legendary socialite, philanthropist, and patron of the arts. The Palmer House Hilton was named a member of the National Trust for Historic Preservation in 2006, when the property was recognized for maintaining its historic integrity, architecture, and timeless ambiance.

RESERVATIONS: The History Tour lasts just over an hour and takes place Saturdays and Sundays at 10:30 a.m. through December 31st, 2010. The Historical Package must be booked a minimum of one week prior to arrival and is based upon availability. Rates start at \$209 and are based on double occupancy for one night. For reservations, please call **(312) 726-7500** or visit www.palmerhousehiltonhotel.com for more information.

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

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 The Palmer House Hilton—A Grand Palace Hotel

The majestic, world-class Palmer House Hilton reflects the opulence Potter Palmer designed and built into the original hotel in 1871, starting with its façade and extending to the dramatic, muraled Beaux Arts lobby and gracious guestrooms and event spaces. The Palmer House Hilton remains one of only 26 grand palace hotels remaining in America today, and it's one of Chicago's architectural crown jewels.

The Palmer House Hilton is owned by Thor Equities and operated by Hilton Worldwide. The hotel was named a member of the National Trust for Historic Preservation's Historic Hotels of America (HHA) for maintaining its historic integrity, architecture and ambiance. For additional information, please visit www.palmerhousehiltonhotel.com or call (312) 726-7500.

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