

Hilton Hotels Launches In-Room Fitness Program to 150 Locations across North America



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BEVERLY HILLS, Calif., May 20, 2003 (BUSINESS WIRE) -- As the summer months quickly approach, millions of people will make a personal commitment to exercise more and live a healthier lifestyle. However, those who travel frequently often find it difficult to squeeze time for exercise into their daily routine. Today's overworked, stressed out business travelers are looking for simple and practical ways to stay fit when on the road.

More than 90 Hilton Hotels, Suites & Resorts across the U.S., Canada and Mexico now provide a great new way for travelers to keep their health and fitness commitments. This new service gives hotel guests the ability to get a great cardiovascular workout on their own schedule in the privacy and convenience of their own room.

The Get Fit With Hilton In-Room Fitness Program, which is expected to be deployed to nearly 150 Hilton locations by year-end 2003, is the most expansive commitment to in-room fitness made by any major hotel brand. Travelers have the ability to request that a high quality, professional model SOLE(TM) F80 treadmill be delivered directly to their guestroom or to request an upgrade to a treadmill equipped guest room at time of reservation. SOLE Treadmills are manufactured by Fitness Equipment Services (FES) of Salt Lake City, Utah. The SOLE F80 full-size treadmill features a 54" Whisper Deck running surface designed for noise reduction, powered incline levels of up to 15% and speeds of up to 10 mph.

Hilton has conducted extensive research in the area of healthy travel since the mid 1990's. It recently completed a successful pilot test of this in-room fitness program at airport, suburban and resort locations with very successful feedback from customers.

"Our guests tell us that it is easy for them to lose track of their personal commitment to staying in shape when balancing a challenging travel schedule. The private, endless running path provided by an in-room treadmill has been a big hit with our fitness conscious guests," said Robert E. Dirks, senior vice president -- brand management for Hilton. "Many guests who have experienced the Get Fit With Hilton In-Room Fitness Program are requesting the program when making their future travel plans, so they can ensure the convenience of an in-room workout wherever their travels take them."

The convenience of the Hilton In-Room Fitness Program complements the more comprehensive workouts that can be achieved in either fitness rooms or staffed fitness centers, which are available at all Hilton brand hotels across North America. Rain or shine, the convenience of in-room or on-site fitness services enables even

the most harried travelers to meet their fitness goals and relieve the tension and stress of a busy day.

Treadmills may either be delivered to in-house guests upon request at the daily rate of \$15.00 at all participating hotels, or treadmill-equipped accommodations can be reserved in advance at an all inclusive package price by requesting the "Get Fit With Hilton" package plan code "TZ". Participating hotels, "Get Fit With Hilton" package rates and dates of availability may vary and are subject to change.

For more information on the Get Fit With Hilton In-Room Fitness Program, to locate participating hotels or to make advance reservations online, please visit the Hilton In-Room Fitness Program webpage at www.inroomfitness.hilton.com or call 1-800-HILTONS. Be sure to request rate plan code "TZ" to check availability and reserve the Get Fit With Hilton In-Room Fitness Program.

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