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Hilton Worldwide Designates HBO as Preferred Premium Movie Channel in U.S.

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE:HLT) today announced the designation of Home Box Office (HBO) as the preferred premium movie channel at U.S. hotel and resort properties within the Hilton Worldwide portfolio of brands.

The agreement is the latest chapter in Hilton Worldwide and HBO's longstanding relationship, which centers on enriching the guest experience through the latest in in-room entertainment options.

"This strengthened relationship with HBO allows us to offer our guests greater choice and control of their in-room entertainment experience," said Josh Weiss, vice president, Brand and Guest Technology, Hilton Worldwide. "Listening to the feedback of both guests and property managers, it was clear HBO was a great fit for our guests. This relationship enables us to continue offering services that enrich our guests' lives by making them feel even closer to home."

Joe Snee, vice president, Lodging and Special Markets, HBO, said, "We know from recent research that a significant number of U.S. hotel guests prefer HBO. As a Hilton Worldwide preferred premium movie channel provider, we're excited to support Hilton Worldwide and its pursuits to foster greater guest satisfaction."

In the research study cited by Snee and conducted by Market Research & Analysis, 91 percent of guests at Hilton Worldwide who watch premium channels in their hotel room said they watch HBO. When asked to name (unaided) their favorite channels to watch on their hotel televisions, hotel guests consistently mentioned HBO among their top selections.

"We find that our guests look to us to provide digital benefits that make their stays more enjoyable," said Geraldine Calpin, senior vice president and global head of digital, Hilton Worldwide. "Our relationship with HBO is just one of the many ways we build lasting experiences from the moment a guest checks in to one of our properties."

About HBO

Home Box Office, Inc. is the premium television programming subsidiary of Time Warner Inc. and the world's most successful pay TV service, providing the two television services – HBO® and Cinemax® – to approximately 127 million subscribers worldwide. The services offer the most popular subscription video-on-demand products, HBO On Demand® and Cinemax On Demand® as well as HBO GO® and MAX GO®, HD feeds and multiplex channels. Internationally, HBO branded television networks, along with the subscription video-on-demand products HBO On Demand and HBO GO, bring HBO services to over 70 countries. HBO and Cinemax programming is sold into over 150 countries worldwide.

About Hilton Worldwide

Hilton Worldwide 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 eleven world-class global brands is comprised of more than 4,100 managed, franchised, owned and leased hotels and timeshare properties, with more than 685,000 rooms in 92 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, 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. The company also manages an award-winning customer loyalty program, Hilton HHonors®.

Blake Rouhani
Hilton Worldwide
(703) 883 6615
blake.rouhani@hilton.com
news.hiltonhhonors.com

or
Mark Braff
Braff Communications, LLC for Home Box Office
(201) 612 0707
mbraff@braffcommunications.com

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