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The Power of Music and Travel: Hilton Launches 57th Annual GRAMMY Awards® Contest

Hilton encourages loyalty members to channel their inner rock star

MCLEAN, Va.--(BUSINESS WIRE)-- Whether it's following your favorite band on tour or going across the country for a once-in-a-lifetime concert, music and travel go hand-in-hand. This December, Hilton is helping to bring this connection to life through the launch of its Hilton Rock Star Contest. In celebration of the 57th Annual GRAMMY Awards® and its more than 25 years as the Official Hotel Partner, U.S. Hilton HHonors members are encouraged to embrace the power of music and travel by showcasing their inner rock star. Now through December 31, 2014, aspiring talent can submit a video of themselves performing an original vocal or instrumental song for their chance to win a trip for two to experience the star-studded musical event in true rock star style.

"Some of the best songs, and their motivating lyrics, have been inspired by travel and experiencing other cultures," said Mark Weinstein, global head loyalty and partnerships, Hilton Worldwide. "Our partnership with The Recording Academy® and the launch of this contest is just one more way we plan to foster the connection between travel and music and bring enriching moments to life – or if nothing else, encourage everyone to travel like a rock star!"

Four grand prize winners will be selected by a panel of judges based on creativity, musical/vocal talent and performance/presentation. Each winner will receive a trip for two to the 57th Annual GRAMMY Awards and the official GRAMMY Celebration® After-Party, accommodation for three nights at The Beverly Hilton, two round-trip airline tickets, ground transportation in Los Angeles and a \$250 MasterCard gift card.

The 57th Annual GRAMMY Awards® will take place live at STAPLES Center in Los Angeles on Sunday, Feb. 8, 2015, and broadcast on CBS Television Network at 8 p.m. PT.

To learn more about Hilton and the GRAMMY Awards® and to view the Official Rules, visit www.hiltongrammyscontest.com. For more information, or to become an 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 4,200 managed, franchised, owned and leased hotels and timeshare properties, with more than 690,000 rooms in 93 countries and territories, including 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. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Visit news.hiltonworldwide.com 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 or connect with Hilton HHonors at news.hiltonhonor.com. Members can now also book reservations, manage their accounts and redeem special offers with the new [Hilton HHonors mobile app](#) for iPhone.

About the Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYS on Twitter, like "The GRAMMYS" on Facebook, and join The GRAMMYS' social communities on Foursquare, GetGlue, Google +, Instagram, Pinterest, Tumblr, and YouTube.

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