

April 17, 2015



Hilton Worldwide Deepens Global Commitment to Waste Solutions and Recycling Through Partnership with Clean the World

Hilton Worldwide has dedicated more hotels to Clean the World and Global Soap than any other major hospitality company

MCLEAN, Va.--(BUSINESS WIRE)-- Partnering with [Clean the World](#), [Hilton Worldwide](#) today reaffirmed its global commitment to the recycling and redistribution of used soap and hygiene products to millions of people around the world. With more than 850 hotels currently participating in soap and amenity recycling, Hilton Worldwide properties have donated nearly 600,000 pounds of soap, which have been converted into over one million new bars to help prevent hygiene-related deaths and illness.

Since 2011, Hilton Worldwide has joined with key organizations on soap and amenity bottle recycling programs that help to reduce waste at properties while providing access to basic hygiene products. One of Hilton's original partners in this effort, Global Soap, recently announced it has joined forces with Clean the World. Hilton was the first major hospitality company to partner with Global Soap, helping the organization expand its footprint globally and providing operational expertise to improve soap processing capabilities. The two organizations were the world's only large-scale recyclers of hotel soap and other amenity products – and continue to be under the Clean the World banner. Together, they have contributed to a 30 percent reduction in pre-adolescent deaths from hygiene-related illnesses.

"Although this marks the beginning of our official joint commitment with Hilton Worldwide, we have been partners in spirit and practice since 2009," said Shawn Seipler, executive director, Clean the World. "Hilton's portfolio of hotels has a longstanding commitment to Clean the World's recycling program, and we are excited to welcome hundreds more now that we have teamed up with Global Soap."

Soap reprocessing is just one element of Hilton's larger global waste solutions program known as RePurpose, which focuses on eliminating waste sent to landfills. RePurpose provides resources and partnerships that support Hilton Worldwide's portfolio of hotels in their efforts to reduce waste and increase recycling of items ranging from soap to bed mattresses to food. Collectively, hotels have reduced waste by more than 26 percent over the last five years, achieving the company's initial waste goal two years ahead of schedule.

“Our partnership with Clean the World is a testament to the efforts of our hotels around the world to reduce our impact on the environment,” said Maxime Verstraete, vice president of sustainability, Hilton Worldwide. “Our initial work with Global Soap helped lay the foundation for a comprehensive in-room waste strategy that provided turn-key solutions for our hotels. Whether it’s soap or any other product that’s left behind, our guests count on us to manage our waste responsibly and develop solutions that enhance the guest experience.”

Hilton Worldwide’s leadership in recycling used soap and other hygiene products reinforces its commitment to global sustainability efforts. Hilton Worldwide was one of the first major multi-brand hospitality companies to make environmental reporting and continuous improvement a brand standard and has earned ISO 9001, 14001 and 50001 certifications for its comprehensive quality, environmental and energy management.

Hilton Worldwide also has regional partnerships with other soap recyclers including SealedAir/Diversey Care (Soap for Hope initiative) and Soap Cycling in Asia to ensure cost effective, efficient and local recycling solutions for hotels around the world.

To learn more about RePurpose and Hilton Worldwide’s [Travel with Purpose](http://cr.hiltonworldwide.com/) strategy, please visit: <http://cr.hiltonworldwide.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 twelve world-class global brands is comprised of more than 4,300 managed, franchised, owned and leased hotels and timeshare properties, with more than 715,000 rooms in 94 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 for 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 Clean the World

Clean the World is a social enterprise dedicated to the mission of saving millions of lives around the world while diverting tons of hotel waste from landfills. Clean the World leads the “Global Hygiene Revolution” to distribute recycled soap and hygiene products from more than 4,000 hotel and resort partners to children and families in countries with a high pre-adolescent death rate due to pneumonia and diarrheal diseases – which are two of the top killers of children under the age of 5. Since 2009, more than 25 million bars of Clean the World soap have been distributed in 99 countries, and more than 7 million pounds of waste have been diverted from landfills. Through its ONE Project, Clean the World provides hygiene kits to relief organizations throughout North America. More information: <http://www.cleantheworld.org>

Astrid Egerton-Vernon
Hilton Worldwide

+1.703.883.5696

astrid.egerton-vernon@hilton.com

or

John Terry

Clean the World

+1.407.574.8353 x1028

jterry@cleantheworld.org

Source: Hilton Worldwide