

June 2, 2015



Hilton Worldwide Announces Addition of Juniper Hotel Cupertino to Curio – A Collection by Hilton

The Only AAA Four Diamond Hotel in the City Joins Portfolio of One-of-a-Kind Hotels

CUPERTINO, Calif.--(BUSINESS WIRE)-- Hilton Worldwide today announced the acquisition of the 224-room, contemporary Cypress Hotel located in the heart of Silicon Valley. The nine-story property, which has been renamed Juniper Hotel Cupertino, Curio Collection by Hilton joins Hilton Worldwide's fast-growing global brand specifically curated for travelers who seek local discovery and unique, authentic experiences.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150602005728/en/>

Hilton Worldwide announces the addition of Juniper Hotel Cupertino, located in the heart of Silicon Valley, to Curio - A Collection by Hilton. (Photo: Curio – A Collection by Hilton)

“Curio meets the curious traveler’s desire for local discovery, as well as the desire of our

hotels to maintain their individuality,” said Dianna Vaughan, global head, Curio – A Collection by Hilton. “Juniper Hotel Cupertino marks the eighth property for the brand, and with its unique location known as the epicenter for original thought and innovation, this smart, upscale hotel is an excellent example of the brand’s vision and values.”

The AAA Four-Diamond, Juniper Hotel Cupertino embodies the philosophy of the famous tech companies that call this area home, and seamlessly blends the latest technology of Silicon Valley with comfortable and chic accommodations designed for today’s savvy traveler. The boutique property is conveniently located minutes from Silicon Valley’s tech giants and near area attractions such as Santana Row upscale shopping, Los Gatos historic district, Levi’s® Stadium – home to the San Francisco 49ers – and more than 15 local wineries and tasting rooms.

The hotel boasts 224 recently renovated guestrooms, including 28 suites that define eye-catching boutique style. Blending Mediterranean warmth with California cool, each guest room is outfitted with the latest technologies to make every stay restful and productive. A “tech-chic” character is reflected in subtle design elements, including a unique and sophisticated computer coding pattern on the window valances. Decorated in warm rich tones and plush, contemporary furnishings, the public spaces also provide an ideal setting to work or socialize – including during the complimentary daily wine hour from 5-6 p.m. For guests’ convenience, the hotel features a Fitness Center with state-of-the-art cardio and

weight-training options as well as in-room spa treatments. The hotel's Park Place Restaurant offers fresh, regional fare created by acclaimed Executive Chef Brad Kraten with locally sourced ingredients. Guests can also enjoy specialty hand-crafted cocktails by the cozy outdoor fire pit.

With 5,000 square feet of meeting space in six flexible venues, exceptional culinary expertise and state-of-the-art technology, Juniper Hotel Cupertino also provides the ideal setting for creative corporate meetings or perfectly executed social events.

"With a contemporary design geared for both corporate and leisure guests, Juniper Hotel Cupertino is an exceptional addition to our diverse portfolio of high-quality hotels in Northern California," said Michael Dunne, area general manager – San Francisco, Hilton Worldwide. "This tech-trendy hotel naturally lends itself to our Curio brand – a hand-picked portfolio of one-of-a-kind hotels that benefit from Hilton's renowned reputation and resources while maintaining their independent spirit and offering unique local experiences."

As members of the Hilton Worldwide portfolio, Curio hotels offer guests the benefits of Hilton HHonors, the award-winning guest-loyalty program serving more than 45 million members. Hilton HHonors offers more ways to redeem points than any other guest-loyalty program and is the only hotel rewards program that offers Points & Miles® and No Blackout Dates. To celebrate the opening, Juniper Hotel Cupertino is offering a special bonus of 1,000 points per night Thursdays to Sundays through Dec. 2, 2015.

This bonus coincides with a [special Hilton HHonors promotion](#) in which HHonors members can earn an additional 1,500 bonus points per night for up to four nights at all Curio hotels for stays completed by July 31. Existing reservations are intact at Juniper Hotel Cupertino, and current and future guests may immediately begin earning and redeeming Hilton HHonors® points. Gold and Diamond members will also enjoy complimentary breakfast for up to two registered guests per room and, based on availability, will receive upgrades to preferred rooms.

Media may access additional information and high-resolution images for Juniper Hotel Cupertino at news.curiocollection.com/juniper. For more news on Curio, visit news.curiocollection.com. Read more about Hilton Worldwide and its brands at hiltonworldwide.com.

About Curio – A Collection by Hilton

Curio – A Collection by Hilton (curiocollection.com) is a global collection of distinctive hotels that are woven into the fabric of their destinations. While each one is unique, they are united in their individuality. Curio guests are passionate travelers seeking local discovery and authentic experiences, while resting easier knowing the Hilton name is behind every stay. Curio joins a portfolio of market-leading brands from Hilton Worldwide, a leading global hospitality company. Access the latest news at Curio.com or inquire about development opportunities at hiltonworldwide.com/development.

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 4,350 managed, franchised, owned and leased hotels and timeshare properties, with more than 720,000 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 [facebook.com/hiltonworldwide](https://www.facebook.com/hiltonworldwide), twitter.com/hiltonworldwide, [youtube.com/hiltonworldwide](https://www.youtube.com/hiltonworldwide), [flickr.com/hiltonworldwide](https://www.flickr.com/hiltonworldwide), and [linkedin.com/company/hilton-worldwide](https://www.linkedin.com/company/hilton-worldwide).

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20150602005728/en/>

David Trumble

Hilton Worldwide

+1 602 870 2721

david.trumble@hilton.com

or

Jacqueline Toppings

Curio – A Collection by Hilton

+1 703 883 6587

jacqueline.toppings@hilton.com

Source: Hilton Worldwide