

January 28, 2016



Hilton Worldwide and Atlantica Hotels Sign Deal to Develop Hilton Garden Inn Brand in Brazil

SÃO PAULO--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE: HLT) and Atlantica Hotels announced today the signing of an exclusive management license agreement for Atlantica to develop and manage Hilton Garden Inn hotels in Brazil. The announcement underscores the continued momentum of the award-winning upper midscale Hilton Garden Inn brand into new markets and tourism destinations throughout the region, including recently opened hotels in Montevideo, Uruguay and Cusco, Peru.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160128005980/en/>

Hilton Worldwide (NYSE: HLT) and Atlantica Hotels announced today the signing of an exclusive management license agreement to develop Hilton Garden Inn hotels in Brazil. Photographed from left to right: Eduardo Rodriguez Suarez, managing director, development - Brazil & the Southern Cone, Hilton Worldwide; Paul J. Sistare, founder and CEO of Atlantica Hotels; Ted Middleton, senior vice president, development - Latin America, Hilton Worldwide; and Ricardo Bluvol, vice president development, Atlantica Hotels. (Photo: Business Wire)

“Brazil is the largest economy in South America and provides great potential for growth. We are excited to introduce the Hilton Garden Inn brand to this booming market,” said Ted

Middleton, senior vice president, development, Latin America, Hilton Worldwide. “The partnership with Atlantica represents a great milestone for Hilton as their experienced and knowledgeable team will help drive our growth efforts throughout the country.”

“It is an honor for Atlantica to partner with Hilton Worldwide, one of the largest hospitality companies in the world, to develop the Hilton Garden Inn brand in Brazil,” said Paul J. Sistare, founder and CEO of Atlantica Hotels. “This partnership will allow us to expand our portfolio in all Brazilian regions, as we plan to develop at least ten Hilton Garden Inn hotels in the main capitals, as well as the biggest secondary cities, offering quality services to our guests, linked to the brand’s values.”

The Hilton Garden Inn brand will join Atlantica’s portfolio of more than 12 brands represented by 85 hotels in Brazil and a sales force of more than 150 executives. The company has been in the hospitality industry since 1996, and established itself as a leader through innovation and strategic alliances.

“Atlantica’s expertise and the Hilton Garden Inn brand’s market positioning provide an attractive option for local investors,” said Sistare. “The entrance of the new brand will

support Atlantica in accomplishing its plan to reach 100 hotels in the first semester of 2016.”

As part of the Hilton Worldwide portfolio of brands, all Hilton Garden Inn hotels participate in [Hilton HHonors](#), the only hotel loyalty program that allows members to earn Points & Miles® on the same stay and No Blackout Dates on reward stays. HHonors members always get the lowest price with the Best Price Guarantee, along with HHonors Points, digital check-in and no booking fees only when they book directly through Hilton.

Hilton Worldwide currently has a portfolio of more than 80 hotels and resorts open and welcoming travelers in Latin America and more than 4,500 hotels open in [100 countries and territories](#) globally. The company is actively pursuing additional Latin American growth opportunities and currently has a robust pipeline of more than 50 hotels throughout the region.

For more Information about the award-winning Hilton Garden Inn brand, please visit www.hiltongardeninn.com or www.news.hgi.com.

About Hilton Garden Inn

Hilton Garden Inn is the award-recognized, peaceful and energizing hotel brand that continually strives to ensure today’s busy travelers are appreciated and have everything they need to be most productive on the road. Hilton Garden Inn offers the amenities and services for travelers to sleep deep, stay fit, eat well and work smart during their stay. Approachable and professional team members operating at more than 650 hotels around the world are committed to providing a welcoming and dependable hotel experience for every guest, every time which is reflected in the satisfaction promise to do whatever it takes to ensure every guest is satisfied, or they don’t pay. You can count on us. Guaranteed™. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit, www.hgi.com or news.hgi.com for more information about our locations.

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 97 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of thirteen world-class global brands is comprised of more than 4,600 managed, franchised, owned and leased hotels and timeshare properties, with more than 758,000 rooms in 100 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 by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at

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About Atlantica Hotels

Founded in 1996 by Paul J. Sistare, CEO, Atlantica Hotels, based in São Paulo, Brazil, is the largest privately held hotel management company in South America. Atlantica Hotels maintains exclusive strategic alliances with Choice Hotels (owner of Sleep Inn, Comfort, Comfort Suites, Quality and Clarion brands) and with Carlson Rezidor Hotel Group (owner of Radisson BLU, Radisson, Radisson RED and Park Inn by Radisson brands), including Atlantica proprietary flags – Go Inn and by Atlantica Hotels, for independent hotels. Atlantica with over 5,500 employees currently operates 87 hotels which total more than 14,500 rooms in 44 cities in Brazil and more than six thousands hotels around the world in its reservation portfolio.

Atlantica Hotels is also one of the largest supporters of Childhood Brasil committed to the prevention of child and adolescent sexual exploitation.

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Suzana Cardozo
Hilton Worldwide
+55 11 2845 0268

suzana.cardozo@hilton.com

or

Fábio Hyppolito
Atlantica Hotel
55 11 3531 4804

imprensa@atlantichotels.com.br

Source: Hilton Worldwide and Atlantica Hotels