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Tru by Hilton Breaks Ground on First Property

Hilton Worldwide's revolutionary new midscale brand comes to McDonough, Georgia

MCLEAN, Va.--(BUSINESS WIRE)-- [Hilton Worldwide](#) (NYSE: HLT) today broke ground on its very first [Tru by Hilton](#) property located in McDonough, Georgia. The celebration marked the fastest brand announcement to groundbreaking in Hilton history, less than eight weeks after Tru's public debut. Demonstrating Tru's commitment to breaking the mold at every occasion, the milestone event tossed traditional hard hats and shovels aside, treating guests to an unveiling of 3D chalk paintings created of the hotel's exterior and guest room design that allowed attendees to feel as though they were part of the hotel. In addition, attendees had some fun in an interactive photo booth that placed them right inside the lobby of the hotel.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160315006836/en/>

Tossing hard hats and shovels aside, Tru by Hilton celebrates the groundbreaking of its first property, in McDonough, GA. (Photo: Business Wire)

The 98-room, 4-story hotel is located at 251 Avalon Court and is owned by

McDonough Hotel Partners, LLC. It is expected to be completed in summer of 2017.

"Tru is a disruptive brand, as evidenced by its statement-making entrance to the midscale category and now the Atlanta market," said Alexandra Jaritz, global head for Tru by Hilton. "We know the brand will have broad appeal to Atlanta-area travelers who span generations but share a similar youthful mindset. At its core, Tru is value-engineered to provide guests with a contemporary, consistent and fresh experience in an affordable way, while at the same time being operationally efficient to our owners."

The value proposition continues to drive developer interest. Hilton Worldwide announced today that it has 189 Tru hotel deals in process to date, up from 130 hotels in January when the [brand launched](#) at The Americas Lodging Investment Summit.

"Today's groundbreaking in McDonough demonstrates Hilton's commitment to this new brand and, importantly, its owners," said Pete Patel, McDonough Hotel Partners LLC owner. "Tru fills a massive void in the midscale category, and we're delighted to be the first to bring this exciting new Hilton brand to life. It will add to the offerings in McDonough and provide a new option for travelers who believe that being cost conscious and having a great stay don't have to be mutually exclusive."

When completed, the new Tru by Hilton McDonough will provide guests with smart and efficiently designed guest rooms and reimagined public spaces, including an open lobby with four distinct zones for lounging, working, eating or playing. Designed to appeal cross-generationally, complimentary amenities will include breakfast, coffee and tea; mobile check-in and Digital Key available through the Hilton HHonors mobile app; a multifunctional fitness center; and segment-leading Wi-Fi bandwidth.

Sure to satisfy all taste buds and cravings, a “Build Your Own” breakfast will allow guests to customize their meal by choosing from a variety of bases, like hot oatmeal, and adding any of up to 30 sweet and savory items available at a toppings bar. A centrally located Command Center – a re-envisioned front desk – features a 24/7 market offering fun snacks and refreshments, single-serve wine and beer, healthy light meal options and sundries for purchase.

“With Tru by Hilton, we are breaking through the clutter of undistinguished offerings in the midscale sector and delivering a hotel that travelers will want to go to rather than just through,” said Matt Wehling, senior vice president of development – North America, Hilton Worldwide. “Our fantastic partners within McDonough Hospitality Partners and Vision Hospitality are the first of many developers that see the opportunity Tru creates and will be breaking ground across the US in the coming months.”

Tru by Hilton McDonough will participate in Hilton HHonors®, the award-winning loyalty program serving more than 50 million members. Hilton HHonors offers members exclusive benefits and more ways to redeem points than any other guest loyalty program.

More information about Tru by Hilton can be found at www.trubyhilton.com. Media may access high-resolution renderings and more by visiting news.hiltonworldwide.com/trubyhilton.

About Tru by Hilton

Tru by Hilton is a revolutionary midscale hotel brand providing a simplified and spirited approach that is grounded in value for business and leisure travelers. Disrupting the midscale hotel space, Tru by Hilton will offer modern and functional guest rooms and social connectivity with reimagined public spaces, including an open lobby comprised of four zones where guests can work, play, lounge and eat. Designed to appeal cross-generationally, guests will enjoy complimentary amenities including breakfast, coffee and tea; optional mobile check-in and Digital Key; a multifunctional fitness center; and high-speed Wi-Fi. Single-serve wine and beer, fun snacks and light meal options will be available for purchase at a 24/7 retail market. Tru by Hilton is the newest addition to Hilton Worldwide’s portfolio of market-leading brands. Learn more at www.trubyhilton.com.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, 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. For 96 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of 13 world-class global brands includes 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 on [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#), [LinkedIn](#) and [Instagram](#).

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