

**THE WALDORF ASTORIA COLLECTION® OPENS THE LEGENDARY HOTEL BRAND'S
FIRST GUERLAIN SPA AT THE WALDORF ASTORIA HOTEL IN NEW YORK CITY**

NEW YORK – The Waldorf Astoria Collection, Guerlain and Spa Chakra, Inc. opened the much-anticipated Guerlain Spa at the renowned Waldorf Astoria in New York City on September 1, 2008. This spa marks the first in a strategic alliance between the three parties, with future Guerlain Spas planned for new build Waldorf Astoria hotels and resorts in gateway cities worldwide.

The signature item on the menu, The Waldorf Impériale, was designed to embrace and reflect the identity of the Waldorf Astoria Collection. Guerlain, in collaboration with the Collection, developed the two-hour ritual to be available only for visitors and guests of the Waldorf Astoria Collection. The treatment, priced at \$510, creates a cocooning experience, focuses on sensory renewal with a body massage and facial using Guerlain's age-defying Orchidée Impériale skincare.

Occupying a majority of the 19th floor of the famed Waldorf Towers, the 14,000 square-foot Guerlain Spa features 16 treatment rooms, consisting of 13 dry rooms with their own bathroom and three fully appointed wet therapy suites for Hydrotherapy and Vichy shower, a state-of-the-art footbath lounge, interconnecting and double rooms for couples and groups, freshly prepared beverages and stunning views of Midtown Manhattan.

"We are pleased to align ourselves with the Waldorf Astoria Collection, a similar iconic brand rich in history. We're committed to providing exquisite quality products, inventive treatments, and outstanding service," said Laurent Boillot, President and CEO of Guerlain.

"The Waldorf Astoria Collection welcomes The Guerlain Spa as a landmark moment for the brand. This unprecedented spa is the inauguration for the future development of guest experiences within the Waldorf Astoria hotels," said Ross Klein, Global Head of Luxury & Lifestyle Brands, Hilton Hotels Corporation. "Aligning ourselves with other distinguished brands with reputable service, like Guerlain, offers Waldorf Astoria Collection guests a new avenue for encountering our legendary service."

Guerlain Spa transforms each treatment into a customized moment created for each guest. From the selection of a personal Guerlain scent to the expertise of Guerlain's highly skilled beauty therapists, guests will embark on a journey towards rejuvenation. Guerlain Spa at the Waldorf Astoria offers five-star delivery of beauty and well-being treatments, including Facial Therapies, Body Sublimation, 5-Senses Hydrotherapy, Harmonizing Massage, Intensive Hand and Foot Therapies, Men's Therapies, Totally Transforming Day Experiences, and spa accommodation retreat packages. Each of the Guerlain experiences are based on the signature Guerlain Méthode and advanced skincare technologies.

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The renowned skincare, fragrance and makeup collections of Guerlain are available at the Guerlain Spa Boutique located in the lobby of the Waldorf Astoria Hotel. The Guerlain Spa Boutique also acts as a portal for reserving spa therapies and accommodating sales of Guerlain Spa gift certificates.

Guerlain Spa is open Monday – Saturday 9 a.m. – 9 p.m. and on Sunday from 10 a.m. – 6 p.m. To reserve an experience at Guerlain Spa, please call 212.872.7200 or visit www.guerlainspa.com.

About the Waldorf Astoria:

The Waldorf Astoria, an official New York City landmark since 1993, has been an internationally recognized symbol of elegance and grace for more than 100 years. As such the Art Deco masterpiece, occupying an entire city block of midtown Manhattan, is at the epicenter of the city's cultural, commercial, social and political life. A grand hotel in the grandest of traditions, with cosmopolitan restaurants, bustling lounges and bars, more than 60,000 square feet of high-tech equipped function space, state-of-the-art business center and intriguing boutiques, the Waldorf is a microcosm of the city it has served so well for so long. A Guerlain Spa opened at the hotel on September 1, 2008. The Waldorf Astoria Hotel is a member of the Waldorf Astoria Collection™, Hilton Hotels Corporation. Call 1-800-WALDORF or visit www.waldorf.com for more information.

About Hilton Hotels Corporation:

Hilton Hotels Corporation is the leading global hospitality company, with more than 3,300 hotels and 550,000 rooms in 77 countries, with more than 135,000 team members worldwide. The company owns, manages or franchises some of the best known and highly regarded hotel brands including Hilton®, Conrad® Hotels & Resorts, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations™, Homewood Suites by Hilton®, the Waldorf Astoria™ and the Waldorf Astoria Collection™, as well as the recently launched Home2 Suites by Hilton™ and Denizen™ Hotels. The company also manages the world-class guest reward program Hilton HHonors®.

Hilton Hotels Corporation is an Official Sponsor of the U.S. Olympic Team, which will extend through the 2010 Olympic and Paralympic Winter Games in Vancouver, the 2012 Olympic and Paralympic Games in London, the 2010/2012 U.S. Paralympic Team and the 2011 U.S. Pan American Team.

The Hilton Family of Hotels adheres to founder Conrad Hilton's philosophy that, "It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: **be hospitable®**. The philosophy is shared by all brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity.

For more information about the company, please visit www.hiltonfamily.com.

Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at [LouHammondPR](https://twitter.com/LouHammondPR).

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