



EMBARGO UNTIL 8:00 A.M. JUNE 2

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Hilton Worldwide Introduces New Brand: Curio – A Collection by Hilton
Global Collection to Include Highly Anticipated SLS Las Vegas Hotel & Casino

MCLEAN, Va. – June 2, 2014 – [Hilton Worldwide](#) today announced the launch of [Curio – A Collection by Hilton](#), including plans for the first hotels to join the new brand.

Created for travelers who seek local discovery and authentic experiences, Curio will be a carefully selected, global collection of distinctive four to five star hotels. Just as the word “curio” can refer to something of interest, unique or even rare, each Curio hotel will be different from the next, with individuality being a common thread, along with the quiet reassurance of the Hilton name behind every location. Letters of intent have been signed for the following properties: [SLS Las Vegas Hotel & Casino](#); [The Sam Houston Hotel](#) in Houston, Texas; [Hotel Alex Johnson](#) in Rapid City, S.D.; [The Franklin Hotel](#) in Chapel Hill, N.C.; and a soon to be named hotel development in downtown Portland, Ore.

“Our customers and owners have expressed strong interest in a brand from us that includes hotels that can retain their unique identity but also deliver the many benefits of our system, including our Hilton HHonors guest loyalty program,” said Christopher J. Nassetta, president and CEO of Hilton Worldwide. “That desire, combined with the current size of the independent hotel market and demand for differentiated hotel stays around the world, made for the right timing for this launch. Curio is an exciting new brand for us – one of two unique concepts we’ll introduce this year.”

Jim Holthouser, executive vice president, global brands, Hilton Worldwide, said, “Curio expands our portfolio to a total of eleven exceptional brands and creates additional opportunities to serve our existing customers even better, attract new customers and grow our pipeline. With Curio, we can help owners leverage our scale, scope and expertise while keeping intact each hotel’s individual character.”

SLS Las Vegas, owned and operated by SBE, is located on the northern end of the Las Vegas Strip at the site of the former Sahara Hotel & Resort – a location steeped in Las Vegas history. The hotel and casino will open following a three-year, \$415 million renovation, which includes the total redevelopment of three existing Sahara towers. Billed as a high-style collaboration between SBE Chief Executive Officer Sam Nazarian, renowned design icon Philippe Starck and James Beard Foundation award-winning chef José Andrés, the re-imagination of this 2.5 million square foot development will feature an all-encompassing, mixed-use resort and casino with more than 1,620 guest rooms and suites, 30,000 square feet of flexible meeting space and a collection of SBE's acclaimed dining and nightlife brands when it opens later this year in time for the September U.S. Labor Day holiday weekend.

Nazarian said of SLS Las Vegas being one of the first Curio hotels, "Today's announcement marks the beginning of an important relationship between SBE and Hilton Worldwide and an opportunity for me to work alongside a mentor and good friend in Chris Nassetta. Our mission to redefine excellence in hospitality to our guests at SLS Las Vegas aligns perfectly with the Hilton Worldwide vision for Curio. We have a proven record of creating brands that provide memorable guest experiences, whether in the hospitality, dining, nightlife or real estate sectors. Partnering with Hilton and Curio allows us to maintain the SLS brand identity while offering the benefits of Hilton Worldwide's commercial engines and the strength of the Hilton HHonors loyalty program."

Additional Details for Planned Curio Hotels

- Originally opened in 1924, The Sam Houston Hotel is listed on the National Register of Historic Places. For 90 years, "The Sam" has treated guests to an authentic Texas hospitality experience in downtown Houston. American Liberty Hospitality will maintain management of the hotel when it joins the brand later this year.
- Located near the Mount Rushmore National Memorial, Hotel Alex Johnson is also on the National Register of Historic Places and has been a well-known fixture in downtown Rapid City since 1928. Prior to joining Curio next year, the hotel will update its guest rooms, public areas and meeting rooms as part of a multi-million dollar renovation. The Alex Johnson is owned by Cortez LLC, and operated by Isis Hospitality LLC.
- Owned and operated by Wintergreen Hospitality, The Franklin Hotel is located in downtown Chapel Hill, one block from the University of North Carolina campus. It is expected to join the brand in late 2014.

- Construction is planned to begin in early 2015 on a hotel development by The Widewaters Group Inc., in downtown Portland, Ore. The hotel is anticipated to debut as part of the collection in late 2016.

As members of the Hilton Worldwide portfolio, Curio hotels will offer guests the benefits of Hilton HHonors, the award-winning guest-loyalty program serving more than 40 million members. Hilton HHonors offers more ways to redeem points than any other guest-loyalty program.

More information about Curio – A Collection by Hilton can be found at curiocollection.com. Media can access high resolution images and more information by visiting news.curiocollection.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 news.curiocollection.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 eleven world-class global brands is comprised of more than 4,100 managed, franchised, owned and leased hotels and timeshare properties, with more than 685,000 rooms in 92 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, 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®.

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