

Press Release - June 18, 2012

Hampton Inn Oceanfront – Jacksonville Beach Completes Rebranding

JACKSONVILLE BEACH, Fla. – (June 18, 2012) Pillar Hotels & Resorts is proud to announce the transformation of the Comfort Inn Oceanfront Hotel into the Hampton Inn Oceanfront – Jacksonville Beach. This newly renovated hotel features Hampton Inn's Perfect Mix Lobby which is ideal for socializing, grabbing a bite to eat, conducting business, catching up on the news, or just relaxing with a good book. For the comfort and convenience of our guests, all of the 177 beautifully appointed guest rooms are newly furnished with the upscale Hampton Inn signature Cloud Nine bedding package, flat panel televisions, microwaves, and mini refrigerators. Guests will also appreciate the spacious, private balconies as well as the following complimentary amenities: hot breakfast, wireless high speed internet service, local calls, and parking.

"The new Hampton Inn Oceanfront will offer guests all the great conveniences they expect from the Hampton Brand but with the added bonus of the oceanfront location as well as a modern, resort themed aesthetic," said Donna Lilly, Director of Sales & Marketing. "Guests are excited they will soon be able to receive Hilton HHonors points for their stay."

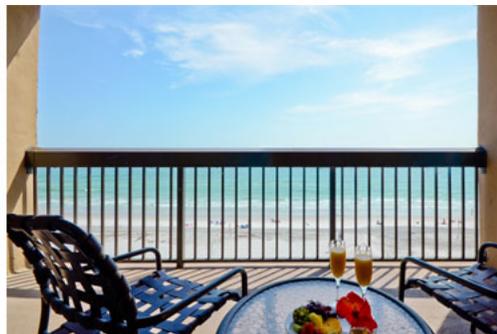
This new hotel will offer a variety of event space for wedding ceremonies, receptions, corporate meetings and conferences such as The White Sands Room, which offers 1700 sq ft. and boasts an ocean view and expansive outdoor covered deck while the Sand Dollar Room offers 1300 sq ft. and a smaller outdoor patio. The Ocean Lawn with its sweeping panoramas of the Atlantic Ocean makes a distinctive setting for a romantic and memorable wedding ceremony or reception

"Not only will the hotel continue to be the perfect leisure and vacation destination, but with over 3,000 sq ft of banquet space it will now offer everything the business traveler and meeting planner is looking for with the added benefit of a distinctive beach front location." Lilly said.

The Hampton Inn Oceanfront will feature Tides Beach Bar and Grille, an oceanfront Tiki-style bar where hotel guests and beachgoers can meet for a casual meal and cocktails. The tropical lagoon style, 120-foot heated pool features creative rock formations with four cascading waterfalls and a whirlpool cabana area. The hotel also offers guests the added convenience of pool-side food and beverage service from the Tides Beach Bar & Grille.

"We are excited to debut our hotel as the only oceanfront Hilton property in Jacksonville," said General Manager Brad Whitaker. "We offer our guests the most upscale amenities and services in the area."

Hampton Inn Oceanfront hotel is managed by Pillar Hotels & Resorts with a portfolio of 222 hotels with more than 21,000 guest rooms located in 37 states. For more information about the new Hampton Inn Oceanfront hotel in Jacksonville Beach, please call 904-241-2311 or visit their website at www.hamptoninnjaxbeachcoastfront.com.



About Pillar Hotels & Resorts Project Management Team:

Our experienced in-house project management, capital, expansion, and procurement team provides a plethora of experience to mitigate project hurdles, complications, and stress to provide maximum value. The team of 9 dedicated members has completed over 350 combined major renovation projects throughout the past five years, and is responsible for the regular upkeep and maintenance of 346 hotels.

For more information about Pillar Hotels & Resorts, please visit the company's Web site: www.pillarhotels.com or call 972.830.3100

About Hampton Hotels

The Hampton brand, including; Hampton Inn, Hampton Inn & Suites, Hampton Inn by Hilton, Hampton Inn & Suites by Hilton and Hampton by Hilton is an award-winning leader in the mid-priced hotel segment. With more than 1,700 properties globally Hampton Hotels is part of Hilton Worldwide, the leading global hospitality company. All Hampton Hotels offer warm surroundings and a friendly service culture that share a common "personality" supported by the 100% Satisfaction Guarantee.

High-quality accommodations, in-room conveniences and the latest technology, combined with numerous locations and consistent offerings, have made Hampton a leader in its segment and one of the fastest growing hotel brands. For more information about Hampton Hotels, please visit www.hampton.com/pressandmedia, www.facebook.com/Hampton or follow us on Twitter at www.twitter.com/HamptonFYI.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 90 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,500 hotels in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. For more information about the company, please visit www.hiltonworldwide.com.