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**HILTON WAIKIKI PRINCE KUHIO ANNOUNCES ‘ALTITUDE@37’ –
WAIKIKI’S NEWEST, HIGHEST DESTINATION FOR RECEPTIONS AND EVENTS
** \$2 Million Renovation Offers Luxury on 37th Floor of Hotel ****

WAIKIKI (August 31, 2009) –Hitting new heights, the Hilton Waikiki Prince Kuhio announces the opening of *Altitude@37*, the newest private entertaining venue in Waikiki. The crown atop the Prince, *Altitude@37* is the finishing touch of a \$65 million hotel renovation, and offers the discerning host or hostess the quintessential space for intimate meetings and entertaining, complemented by inimitable Hilton hospitality.

“Our vision was to create a space for guests that wasn’t yet available in Waikiki,” said General Manager David Givens. “We feel that in this market, people looking to host an event are seeking a space that is unique and has that ‘wow’ factor, but also offers value. *Altitude@37* fulfills these goals for the guest, as we designed this one-of-a-kind venue for both visitors and kama’aina to utilize and enjoy.”

Soaring 37 floors above Waikiki, *Altitude@37* sets the scene with striking sunset hues offset by rich, dark wood, and is accented with contemporary furnishings and details. Spectacularly serene views of famed Waikiki Beach that stretch on to the horizon of the Pacific await, and are reflected in select surfaces giving a sense of expanded space. *Altitude@37* is ideal for private meetings and entertaining for parties up to thirty and invites guests to dine on award-winning cuisine while they enjoy the view, the space, and the company, without distraction in an elegantly smart setting.

About Hilton Waikiki Prince Kuhio

Located in the heart of Waikiki at 2500 Kuhio Avenue, the Hilton Waikiki Prince Kuhio offers guests a wonderful blend of new and old world traditions right in the center of paradise. In addition to the new *Altitude@37* and 37th floor suites, the casually elegant hotel features 601

Hilton Waikiki

Prince Kuhio

guest rooms and suites, a signature restaurant, stylish lobby bar, pool deck, business center, fitness center and venues for meetings and group events up to 900. Situated on the Diamond Head end of Waikiki, just one block from world-famous Waikiki Beach, the Hilton Waikiki Prince Kuhio recently completed a major \$65-million renovation. The hotel was recently recognized as a Gold Key Award winner by Meetings and Conventions magazine. For reservations or more information, call toll free 1-800-HILTONS, direct at (808) 922-0811 or visit www.waikikiprincekuhio.hilton.com.

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