

Conrad Macao's 2015 'Pink Inspired' Campaign Raises Over MOP 200,000

Luxury hotel pink campaign raises money for breast cancer awareness

MACAO – 06 November 2015 – Conrad Macao, Cotai Central's 2015 'Pink Inspired' campaign has been hailed a great success with the hotel raising MOP200,319.20 to support the Hong Kong Cancer Fund's Pink Revolution, an annual campaign that raises awareness and funds for breast cancer research. As a Diamond sponsor of the campaign for the third year in a row, the hotel offered its guests a series of 'plush pink' experiences from 1st October to 31 October, to raise funds for this worthy cause. Conrad Macao also acknowledged the support of ARTÈ Madrid who helped make this year's fund-raising campaign even more successful by donating an exquisite Glorioso necklace featuring 49 pear-shaped and 13 marquise-shaped white stones valued at MOP7,000.

ARTÈ Madrid, an internationally renowned Spanish jewellery designer whose shop is located at Shoppes at Venetian donated a beautiful Glorioso Necklace with white stones to support the campaign. Guests who stayed at the hotel during the campaign and purchased a PINK upgrade package, including making a donation to this worthy cause went in the prize draw to win the beautiful necklace; and with more than 450 entries received during the campaign and the lucky winner was announced on 2nd November.

Hotel guests were able to support 'Pink Inspired' by making a MOP10 donation upon check-out from their room, booking a PINK Afternoon Tea experience, opting for PINK room upgrades, or purchasing an exclusive Conrad Pink bear or rubber duck. The hotel's award-winning signature restaurant Dynasty 8 also had a special PINK menu.

One of the highlights of the campaign this year was a Pink charity lunch co-organized with the International Ladies Club of Macao (ILCM) on 15 October, with emcee Hong Kong television personality Sean Lee-Davies and guest speaker Ms Zita Ong, CEO of media company Edipresse. More than 200 guests dined on a Pink themed menu and were able to purchase raffles to be able to win more than MOP174,000 in raffle prizes thanks to the support of many of the retail partners at

Sands Shoppes Cotai Strip Macao including Shanghai Tang, Diane von Furstenberg, Ralph Lauren, Maryling, Sabon, Furla, AntePrima, Butani Jewellers as well as luxury hotel stays at Conrad New York, Conrad St James London, Conrad Beijing, Conrad Singapore, Conrad Maldives and the Rome Cavalier, a Waldorf Astoria hotel.

"I would like to thank all of our guests, customers and team members who helped to make this year's Pink campaign so successful," said Bede Barry, general manager. "It is great to see many of the luxury retailers at Sands Shoppes Cotai Strip Macao support the event this year especially Arte Madrid so that we can raise funds for this very worthy cause. We look forward to building the momentum for 2016 and making next year's campaign even more successful."

Throughout the campaign, many of Conrad Macao's celebrity guests also came on board to support the campaign from world-renowned dog trainer Cesar Millan to singer and actress Coco Lee, South Korean actor Jung Suk Won, Hong Kong artist Cheung Chilam and Charmaine Sheh (just to name a few), all having their photos taken with the Conrad Pink Bear.

Social media also played a part in the success of this year's event with Conrad Macao's #pinkinspired2015 reaching more than 53,000 Facebook fans and 119,000 Weibo fans. To follow us on Facebook visit [facebook.com/conradmacao](https://www.facebook.com/conradmacao)



Photo Caption: Representative from ARTÉ Madrid and Mr Bede Barry (L), General Manager, Conrad Macao draw the lucky winner of the ARTÉ Madrid necklace.



Photo caption: World-renowned dog trainer Cesar Millan supported the Pink Inspired campaign by posing with a Conrad Macao Pink Bear.

For more information about Conrad Macao visit www.conradmacao.com

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About Conrad Macao, Cotai Central

Conrad Macao, Cotai Central is a world-class, contemporary, luxury hotel located at Sands Cotai Central, offering luxurious guestrooms and suites in a 40-floor tower overlooking the Cotai Strip. Just a five-minute drive from Macau International Airport, Conrad Macao offers easy access to all parts of Macao with limousine service, plus the added convenience of complimentary shuttle buses. Conrad Macao is also connected conveniently to ferry terminals and border crossing points within a few minutes of the hotel. Take advantage of our authentic connections to Macao's cultural and heritage areas or stay entertained with direct access to restaurants and 100 luxury brand shops at Shoppes at Cotai Central or relax at the Pool Deck or Health Club and Bodhi Spa. Conrad Macao, Cotai Central is the place to be in Macao to experience the luxury of being yourself. For more information, please visit www.conradmacao.com.

About Conrad Hotels and Resorts

Conrad Hotels & Resorts is the destination for the new generation of smart luxury travelers for whom life, business and pleasure seamlessly interact – people who know that the greatest luxury is the luxury of being yourself. A global brand consisting of 25 properties across 5 continents, Conrad Hotels & Resorts offer guests personalized experiences with sophisticated, locally inspired surroundings and connections to people and places around the corner or halfway around the world. Intuitive service is delivered with the Conrad Concierge App that puts Conrad's services and amenities at the guest's fingertips, whether ordering room service or a wakeup call to customizing the room's pillow options or arranging reservations at our locally inspired cuisine and spa offerings. Conrad is a global luxury brand of Hilton Worldwide with plans to add 12 more properties to the brand's portfolio. Connect with Conrad by booking at www.conradhotels.com or learn more about the brand by visiting news.conradhotels.com.

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®.