

Conrad Macao's Support of Earth Hour 2014
Part of Yearlong Resolution to 'Go Beyond The Hour'
*Macao's multi-award-winning luxury hotel celebrates Earth Hour
and the Power of Living Sustainably*

MACAO – March 29, 2014 – Conrad Macao, Cotai Central marked Earth Hour 2014 from 8:30 to 9:30 p.m. Saturday, March 29, 2014, by turning off its external façade lights; dimming all non-essential lighting in its restaurants and lounges; as well as its sparkling crystal chandelier that is the centrepiece of its lobby – as people and organisations around the world turned off their lights in support of action on global climate change. In its place was a spectacular display made up of more than 280 candles illuminating the lobby, taking the formation of Earth Hour's '60+' logo x 12 denoting the hotel's commitment to Earth Hour, Every Month.

While the candles were on display Saturday only, Conrad Macao's commitment to conserving energy goes well beyond a once-a-year event. As part of the hotel's commitment to Hilton Worldwide's LightStay™ programme, Conrad Macao has made Earth Hour a bi-weekly event, switching off all non-essential lighting on the first and third Tuesday of each month as part of its green resolution to observe 'Earth Hour, Every Month.'

The extended Earth Hour participation started in 2013 when Conrad Macao posed a friendly challenge for other hotels in Macao to join its monthly lights-out as part of Earth Hour's global 'I Will If You Will' campaign.

"Earth Hour is just one of the ways we show our commitment to energy conservation," said Bede Barry, General Manager. "We have been diligent in rolling out various green initiatives since we first opened back in April 2012 and at the same time we have taken the initiative to have this as a fortnightly exercise and not just a once-a-year event. It's an initiative which we were proud to be at the forefront of, and which has been met with great support not only from other hotels and integrated resorts in Macao, but also the Macao Government, Earth Hour Global, and WWF Hong Kong."

Organised by the World Wildlife Fund (WWF), the Earth Hour concept officially launched in Australia in 2007 as a way for individuals to show how simple steps could make a significant impact in reducing greenhouse gases and addressing climate change. It has since turned into a worldwide event with more than 7,000 cities and towns in 152 countries and territories, and hundreds of millions of participants across seven continents taking part. This year's theme focuses on mobilizing young people to become the next generation of leaders for a sustainable world, a theme that resonates with Hilton Worldwide commitments to connect and prepare young people over the next five years.

Participation in Earth Hour is part of Hilton Worldwide's commitment to Living Sustainably, one of the four pillars of the company's responsibility and sustainability strategy, Travel with Purpose™. In demonstration of its commitment in this area, Hilton Worldwide has elevated sustainability as a performance metric and a brand standard across all hotels, raising it to the same level of importance as quality, service and revenue.

For more information on Conrad Macao, Cotai Central's commitment to conserving energy visit conradmacao.com.



Photo caption: Conrad Macao continues its support of Earth Hour in 2014 and commits to supporting green initiatives throughout the year, including Earth Hour, Every Month.

For high resolution photos, please access the following:

Via Web browser:

www.tinyurl.com/conrad-macao-earth-hour

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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 travellers 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 24 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 <http://news.conradhotels.com>.

About Travel with Purpose™

Travel with Purpose™ is Hilton Worldwide's commitment to provide shared value to its business and communities around the world. As the driving strategy for Hilton Worldwide's corporate responsibility efforts, Travel with Purpose™ focuses on creating opportunities for individuals to reach their full potential; strengthening local communities where Team Members live, work and travel; celebrating cultures and the power of travel; and living sustainably through the measurement, analysis and improvement of the use of natural resources. Visit www.hiltonworldwide.com/corporate-responsibility and www.hiltonworldwide.com/sustainability for more information.