



Conrad Macao Launches 'Plush for PINK'

Luxury hotel paints the house pink inside and out to raise funds for breast cancer awareness

MACAO – 18 August 2014 – Conrad Macao, Cotai Central has announced its 2014 'Plush for PINK' campaign. From 22 September until 31 October, 2014, the hotel will offer its guests a series of 'plush, pink experiences' in support of the Hong Kong Cancer Fund's Pink Revolution, an annual campaign that raises awareness and funds for breast cancer. A Diamond sponsor of the campaign for the second year in a row, Conrad Macao has pledged to donate a portion of its sales proceeds to the Fund, including 100 per cent of the profits from its iconic bear and rubber duck – both of course, in limited-edition pink.

The hotel's 'Plush for PINK' campaign will turn the hotel a passionate pink, along with all the floral arrangements and decorations inside the hotel. 'PINK Fridays' will involve staff and management adding a dapper dash of pink to their uniforms, and turning their regular emails, handwritten guest cards, and staff areas pink for their own internal fundraising and awareness activities, which include free private consultations with partner doctors.

"Breast cancer is the most prevalent type of cancer amongst women in Hong Kong and is also of significant concern in Macao, regardless of age. We are proud to once again to be a Diamond Sponsor and lend Conrad Macao's support to the Pink Revolution, raising both awareness of breast cancer and funds to support the services offered by the Cancer Fund," said General Manager Bede Barry. "We will be running a number of PINK experiences for guests and staff starting mid-September. Additional donation boxes will be available to guests, with cash contributions going to the non-profit Macau Medical Mission's Peace and Hope Centre, which provides visiting services for patients with cancer, life and death education, and grief counselling to families who have lost loved ones."

Conrad Macao has enlisted the support of a number of international and local celebrities to help drive the cause, including Chinese racer Ma Qinghua, Cantopop singer Pakho Chau and singer Sandy Lam; other names will be revealed throughout the campaign.

This year Conrad Macao has also entered into an exclusive partnership with Butani, an internationally renowned designer of haute couture jewelry whose shop is located at Shoppes at Cotai Central. One lucky guest who stays at the hotel during the campaign and also makes a donation to this worthy cause will win a prestigious jewellery piece designed exclusively for the Plush for Pink Campaign by Butani.

Guests can participate in 'Plush for PINK' by making a MOP 8 (US\$1) donation upon check-out from their room, booking a PINK Afternoon Tea experience, opting for PINK room upgrades (available at check-in or in advance via the Conrad Concierge App), or purchasing the hotel's iconic bear in a special limited edition of PINK velvet or rubber duck with PINK daisies. The hotel's award-winning signature restaurant Dynasty 8 also has a special PINK menu. All 'Plush for PINK' experiences and merchandise will see a portion of profits donated to the Hong Kong Cancer Fund.

The series of limited-time PINK experiences launching 22 September at Conrad Macao includes:

'Plush for PINK' Room Upgrade

Option 1

Guests can add an additional MOP 288* to their room bill upon check-in** to upgrade their stay and enjoy the following 'Plush for PINK' benefits:

- Complimentary Wi-Fi Internet access
- Special Velvet PINK Conrad bear
- PINK welcome drink for two
- City view room upgrade
- Late check-out at 2 p.m.
- A chance to win a Butani jewellery piece, with MOP 100 donation to the Hong Kong Cancer Fund

Option 2

Guests can add MOP 688* to their room bill upon check-in** to enjoy:

* All rates in MOP/HKD and subject to 5% government tax and 10% service charge

** Upgrade offer only available as an option at check-in or when booking via the Conrad Concierge App; not available via other reservation channels. Offer subject to availability.

* All rates in MOP/HKD and subject to 5% government tax and 10% service charge

- Complimentary Wi-Fi Internet access
- Special Velvet PINK Conrad bear
- PINK Afternoon Tea set
- Suite upgrade
- Late check-out at 2 p.m.
- A chance to win a Butani jewellery collection piece with MOP 100 donation to the Hong Kong Cancer Fund

All Conrad Macao guests also have the option of adding MOP 8 to their room bill which will be donated in whole to the Fund, and gives them a chance to win the Butani jewellery piece as a gift from Conrad Macao for participating in 'Plush for PINK' 2014.

The PINK Afternoon Tea

The delectable PINK Afternoon Tea at The Lounge features an enticing selection of carefully crafted pink delights and a choice of drink. The afternoon tea comprises of exquisite sweet and savoury pink themed treats including smoked salmon mousse tartlet with salmon roe; cured prosciutto ham on brioche with plum jelly; raspberry sable, strawberry macaroon; rose and lychee jelly, chocolate and raspberry mousse cake. The experience comes at the Classic level (MOP 168^{*}), which includes two cups of tea or coffee, with MOP 20 donated to the Hong Kong Cancer Fund; the Premium level (MOP 188^{*}), which includes a choice of pink mocktail or cocktail, with MOP 20 donated to the Fund; and the Deluxe level (MOP 238^{*}), with a choice of tea, coffee or cocktail plus a PINK Conrad Velvet bear or Daisy PINK duck, with MOP 50 donated to the Fund. The Lounge is located at the Conrad Macao lobby, and afternoon tea is available from 3-6 p.m. daily.

PINK Menu at Dynasty 8

A scrumptious PINK menu awaits discerning diners at Dynasty 8, and features the following: vine ripened cherry tomato with plum dressing; honey glazed barbecue pork; steamed crab claw and jade melon in superior soup; steamed lobster with egg white and Chinese wine; crab meat and conpoy with five-grains; steamed Hawaiian papaya with almond curd and Taiwanese coconut palms; and assorted fruit platter. The experience is priced at MOP 888[†] per person and includes a gift of a PINK velvet Conrad bear or PINK daisy duck. MOP 100 will be donated to the Hong Kong Cancer Fund. Dynasty 8

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† Price subject to 10% service charge

is open for lunch from 11 a.m.-3 p.m.; and dinner from 6-11 p.m. and until midnight Fridays and Saturdays.



Photo Caption: Dynasty 8's PINK set menu available for lunch and dinner from 22 September until 31 October.

Velvet PINK Conrad Bear and Daisy PINK Duck at Gift Shop

Limited-edition Velvet PINK Conrad bears and Daisy PINK ducks are also available at Conrad Macao's gift shop, with 100 per cent of the purchase price going to the HK Cancer Fund.

To stay up to date with Conrad Macao's various other efforts to support the PINK Revolution, follow us on facebook.com/conradmacao instagram.com/conradmacao or our dedicated site www.plushforpink.com. For more information about the Hong Kong Cancer Fund and the Pink Revolution, please visit www.cancer-fund.org/pink.



Photo caption: Limited-edition PINK Velvet Conrad bears, PINK Daisy ducks and PINK Afternoon Tea at The Lounge are among the series of 'Plush for PINK' experiences available at Conrad Macao, Cotai Central 22 Sept until Oct. 31, 2014, in support of the Hong Kong Cancer Fund's PINK Revolution, an annual campaign to raise awareness and funds for breast cancer.

To launch the campaign the International Ladies Club of Macao (ILCM) will host their monthly luncheon at Conrad Macao on Thursday 18 September. The event will see the ladies all dressed in pink and also guests who attend the luncheon will have the chance to win lucky door prizes and gifts with funds on the day going to Macau Medical Mission's Peace and Hope Centre. For more information visit <http://www.ilcm.org.mo/>

All the hotel's activities can be found on its dedicated Web page, www.plushforpink.com.



Photo caption: Chinese racer Ma Qinghua shows his support for Conrad Macao's Plush for Pink campaign.



Photo caption: Hong Kong Cantopop singer and songwriter Pakho Chau meets the PINK Velvet Conrad bear.



Photo caption: Conrad Macao, Cotai Central's façade will be lit in elegant pink 22 September until 31 October 2014 in support of the Hong Kong Cancer Fund's PINK Revolution. The multi-award winning luxury hotel is launching a series of 'Plush for PINK' experiences for its guests, to raise awareness and funds for breast cancer.

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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 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 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®.