

**Conrad Macao Announce Partnership with Butani Jewellers
For Plush for Pink Campaign**
*Plush for Pink raises funds for Hong Kong Cancer Fund's PINK revolution
For breast cancer awareness*

MACAO – 07 October 2014 – Conrad Macao, Cotai Central has announced an exclusive partnership with luxury jewellery designer Butani as part of its 2014 'Plush for PINK' campaign. 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.

Butani, an internationally renowned designer of haute couture jewelry whose shop is located at Shoppes at Cotai Central has designed an exclusive collection of 18k white and rose gold with pink sapphire necklaces and earrings to support the campaign. Two lucky guests who stay at the hotel during the campaign and purchase the PINK upgrade package* as well as making a donation to this worthy cause will win one of two prestigious Butani Bloom necklaces in 18k white gold with a pink sapphire valued at MOP3, 100 each; the necklaces have been designed exclusively for Conrad Macao's Plush for Pink Campaign.

Butani was founded in 1977 by Papu Butani with one single-minded passion to create beautiful Jewellery. Starting out in a modest workshop in Hong Kong, quality handcrafted jewellery was what the founder wanted to be known for. His creations were built on his desire to stun the customers with its beauty and quality, which won him a good reputation in the industry. Fast forward to today and his twin sons Mukesh and Manoj Butani, has taken over the responsibility to build Butani to a well-known international brand based in Hong Kong. Under their leadership, the company has expanded to the retail scene with mono-brand boutiques and a brand presence with more than 100 distinguished retailers worldwide. The company continues to cater bespoke services to the well-heeled clientele including members of the Royal Family in the Middle East and heads of state.

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

Conrad Macao's series of limited-time PINK experiences 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 one of two Butani Bloom 18k white gold and pink sapphire necklaces valued at MOP3,100
- 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:

- 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 one of two Butani Bloom 18k white gold and pink sapphire necklaces valued at MOP3,100
- 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.

* 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.

Guests can also 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.

"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 Mr Bede Barry.



Photo caption: Butani designs exclusive jewellery collection to support Conrad Macao's Plush for Pink campaign. Two lucky guests will have the chance to each win an exquisite 18k white gold and pink sapphire necklace valued at MOP3,100.

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



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®.