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PRESS RELEASE

Hilton Richmond Hotel & Spa Opens Today in Short Pump

Celebratory Flag Raising Opens First Hilton in the Richmond Area in more than 10 years

December 4, 2009, (Richmond, Va.) – Shamin Hotels is excited to announce that today, December 4, 2009, its 36th property, a full-service Hilton hotel, will open for business. Shamin Hotels broke ground on the property in May of 2008 and today at 2:00 p.m. a celebratory flag raising ceremony will officially open the new hotel. Standing majestic at 116 feet and eight stories tall with 246,000 square feet of luxury, the Hilton Richmond Hotel & Spa at Short Pump brings a new paradigm to lodging and events in the greater Richmond area. The hotel offers 254 guestrooms and suites and more than 22,000 square feet of flexible meeting space, including a grand ballroom that can accommodate more than 1,300 people. The hotel also features the Shula's America's Steak House along with the contemporary Aura Spa and Salon.

"We'll raise the Hilton flag, and officially be open for business at 2 o'clock today," said Devin Heath, general manager of the Hilton Richmond Hotel & Spa. "The opening is the culmination of an incredible vision and hard work by so many people to create a new, premier hotel in Richmond. This hotel will be the first Hilton in Richmond in a very long time and Shamin Hotels has built an incredible facility which includes our restaurant Shula's America's Steak House and our day spa, Aura Spa and Salon. The Hilton Richmond Hotel and Spa surpasses the criteria needed for Mobil Four Star and AAA Four Diamond ratings."

The Opening Festivities for the Richmond Hilton Hotel & Spa begins at 11:00 a.m. when the doors are opened to the public for an Open House with tours of the facility, refreshments and door prizes. The Open House will start at 11:00 a.m. and end at 7:00



p.m. The Flag Raising Ceremony begins at 2:00 p.m. Members of the Shamin Hotels executive team along with John Carroll, Director of Hilton Brand Assurance, and Brad Bridges Hilton Sr., Quality Auditor, will be present for the celebratory event. For more information regarding the Grand Opening of the Hilton Richmond Hotel & Spa, please call (804) 731-2234 or email events@shaminhotels.com. You can also follow us on Twitter @Hilton Richmond / @Shulas Richmond or add us as a Facebook friend (Hilton Short Pump and Shula's Steak House Richmond).

There are several events in December to celebrate the opening of the Hilton Richmond Hotel & Spa including Breakfast with Santa being held in the Shula's America's Steak House on December 12, 2009 from 8:00 a.m. until 11:00 a.m. The Hilton will also be hosting a New Year's Eve Party to kick-off 2010 complete with dining, dancing, casino night and a New Year's Eve countdown with a ball drop. For more information about these events and others being held at the new Hilton Richmond Hotel & Spa, please call (804) 731-2234 or visit www.hiltonrichmond.com.

ABOUT HILTON RICHMOND HOTEL & SPA

The Hilton Richmond Hotel & Spa at Short Pump Town Center offers spacious guest rooms furnished with Hilton's signature upscale in-room amenities including the Hilton Serenity Bed Package®, spacious workspaces with ergonomic chairs, the technologically advanced GuestLink™ system, which includes a 42-inch flat-screen HDTV multi-media monitor. Rooms also boast an oversized bathroom with the Hilton Serenity Bath Collection, featuring the exclusive Crabtree & Evelyn line of La Source® bath products.

The hotel offers guests the upgraded Hilton Fitness by Precor work-out facility with an indoor swimming pool and spa. The Aura Spa and Salon features Kerstin Florian products and treatments and is the only spa in Richmond to offer two couples treatment rooms. The large lobby area contains Shula's Lounge, Aroma Coffee & Wine Bar and just off the lobby is an outdoor patio with a fire-pit and sun deck.

Complimentary Wi-Fi hotspots are in the lobby and public areas along with a 24-hour



business center. Enhancements to the hotel include the addition of Hilton Meetings, the industry leading meeting products.

The hotel conference center is capable of hosting from 10 to 1,300 people in the ballroom, numerous breakout rooms and the three Shula's private dining rooms. This flexible meeting space is designed to host everything from a corporate conference or business meeting to an intimate gathering, lavish banquet, wedding or gala. The hotel also features an executive floor with an executive lounge and junior, executive and presidential suites.

The full-service restaurant featured at The Hilton Richmond Hotel & Spa is Shula's America's Steak House. A fine dining, white tablecloth restaurant, Shula's steak house is themed after 1972's Undefeated Miami Dolphins and their "Perfect Season" - the only team in NFL history to finish a season 17 - 0. Shula's has the strictest guidelines for their custom center cuts and aging process, which make up the award winning SHULA CUT steaks, Premium Black Angus beef.

The Hilton Richmond Hotel & Spa is nestled in the prominent Short Pump area, located just off Broad Street & Interstate 64 approximately 20 minutes from Richmond International Airport. Next door, the exclusive Short Pump Town Center features an upscale selection of options for shopping, movie theaters and dining. Businesses in the Short Pump & Downtown Richmond areas will enjoy the hotel's location with easy access from the hotels front door.

ABOUT SHAMIN HOTELS

Shamin Hotels, based in Richmond, Virginia, is a dynamic, growth-oriented hotel company that owns, operates, and develops commercial business hotels under Hilton, Marriott, InterContinental, and Choice flags. With 4000+ rooms in 37 properties across three states, Shamin Hotels is today recognized as the largest hotel owner and operator in Central Virginia. Deeply rooted in the hospitality industry, Shamin Hotels enjoys a number of advantages that give the company a competitive edge. Its senior management team has more than 100 years of combined experiences. This executive team along with more than 750 associates provides a daily wealth of intuitive input, perspective, and knowledge that helps to create the Shamin Touch. The company also has long-standing relationships with the industry's most highly regarded brands and has



consistently been the recipient of awards from its franchisors. Shamin was awarded the multi brand developer of the year in 2003 by president Bush Sr. on behalf of Hilton Corporation. Most recently Shamin was awarded the 2009 America's Developer of the Year award from InterContinental Hotels Group. For more information, call 804-777-9000 or visit www.shaminhotels.com.

ABOUT HILTON HOTELS

Hilton Hotels is the stylish, forward-thinking global leader of hospitality that welcomes guests in more countries than any other full-service hotel brand. The Hilton brand currently includes more than 530 hotels and resorts in 76 countries, and plans to serve travelers in 80 countries by the end of 2011. By offering innovative products, services and amenities, Hilton enables travelers to be at their best 24/7, whether travelling for business or leisure. Start your journey at www.hilton.com

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