



CONTACT

Victoria Grodzki
Hilton Times Square
+1 212-840-8222
vgrodzki@highgate.com

Hilton Times Square Introduces Newly-Renovated Boutique-Style Hotel in New York City

Iconic, Contemporary Hilton Times Square Unveils \$15 Million Hotel Revitalization Project with All New Guest Rooms and Suites

NEW YORK – July 19, 2013 – Hilton Worldwide proudly announces a fresh chapter in the life of Hilton Times Square. The iconic, upscale full-service hotel in New York, New York, features 460 all-new guest rooms (including two all-new suites). Drawing on inspiration from Times Squares' history, formally known as Long Acre Square, the design direction for the newly renovated hotel is based on the "squares" history. This boutique-style property is perfectly situated on famous 42nd Street in the heart of Times Square excitement.

Hilton Times Square was originally built in 2000. The hotel features a modernist facade of geometric shapes in primary colors inspired by famed artist Piet Mondrian, plus a permanently lit grand marquee. With glittering vistas of the Manhattan skyline and the Hudson River, the hotel sits atop 335,000 square feet of retail space that includes a 25 theater AMC Megaplex, Madame Tussaud's Wax Museum and several restaurants. The hotel lobby is located on the 21st floor and has floor to ceiling windows with magnificent city views. 5,500 square feet of modern event space is neatly contained on the 22nd floor. All 460 brand-new guest rooms and suites are found on floors 23 through 44.

The hotel's recent revitalization program presents a complete transformation of all of the hotel's modern guest rooms. Brand-new wall coverings, window treatments, carpet, seating and decorative light fixtures have been installed. Rejuvenated guest bathrooms include new vanities, tile, plumbing, fixtures, bath accessories and lighting. Sharp, contemporary design elements have been inspired by Times Square's history. All of the hotel's 22 guest room floors have been transformed with new corridor carpeting and wall coverings. The guests' experience starts as one crosses the threshold into the room, where the carpet pattern resembles streets and buildings within New York City. The headboard is a composition of wood veneers in varying block patterns, something similar to a printers' block that would have been used during the early printing days of the New York Times. The printing theme is carried throughout the room by the juxtaposition of a neutral sepia color palette and the tactile textures seen in the upholstered items and window treatments. The selection of clock gears, headlines and time piece artwork firmly establish the historical relevance of Times

Square. Finish materials used in the complete bathroom renovation reflect the same design intent as in the bedrooms. This was achieved by using neutral colored porcelain tiles on the floor and tub which are offset by the solid quartz top that anchors the polished chrome wood vanity. The bath experience is further enhanced with the addition of a full wall width backlit mirror and polished chrome accessories.

In-room amenities at Hilton Times Square include new work desks with ergonomic chairs, 46-inch, high-definition, LED TVs, in-room refrigerator, MP3-compatible alarm clocks, plush bedding and combed cotton linens, and refreshing Peter Thomas Roth bath and body products. Hilton Times Square will continue to stand as a testament to its upscale, boutique-style design that has dominated the New York City landscape for more than a decade.

Suitable for hosting events for up to 150 people, Hilton Times Square features 5,500 square feet of flexible conference space for business meetings, banquets and elegant social events. The function space includes a 1,100 square foot Empire Ballroom that is conveniently located on the 22nd Floor Conference Level, easily accessible via lobby elevator and surrounded by additional breakout rooms. Windows with natural lighting adorn the meeting space. The hotel also offers a 24-hour self-service business center featuring high-speed Internet access, laptop connections and fax machines. For guests who wish to keep up with their workout program while traveling at Hilton Times Square offers a 24-hour fitness facility equipped with state-of-the-art cardiovascular and strength-training equipment is available.

Hilton Times Square also offers a delightful dining option, Restaurant Above, an all-American dining room serving up breakfast, lunch and dinner amongst contemporary artwork. Pinnacle Bar is the hotel's lobby lounge, a trendy spot for unwinding with a cocktail while overlooking Times Square. "The recent guest room renovation at Hilton Times Square has given the hotel an exciting new look and feel," said Kaizad Charna, hotel general manager. "All of our guest rooms have been beautifully renovated and are perfectly designed for corporate travelers looking for business-friendly amenities; plus, Hilton Times Square is the closest full-service Hilton hotel to Jacob Javits Convention Center. Since our guest rooms are between 330 – 360 square feet, larger than most standard size guest rooms in Midtown, our hotel is also ideal for families who are looking for a little extra space in the heart of Times Square. These brand-new guest rooms demonstrate our excitement to present one of the premier lodging options for business and pleasure in New York City, and our hotel team is re-energized to deliver our guests a satisfying and pleasant stay."

Surrounded by Broadway theaters and within walking distance to major New York attractions such as Restaurant Row, Madame Tussauds New York, Madison Square Garden, Macy's at Herald Square, many museums, nightlife and shopping, Hilton Times Square is adjacent to all major bus and subway lines and convenient by taxi to all three area airports. Hilton Times Square is located at 234 West 42nd Street, New York, New York, United States 10036. For more information about Hilton Times Square, please visit the hotel's website at <http://www.timessquare.hilton.com>, contact your preferred travel professional or call the hotel directly at +1 212 840-8222. Media can access additional information on Hilton Times Square at <http://news.hilton.com/timessquare>.

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