



**NEW YORK, N.Y.** – Conrad Hotels & Resorts, Hilton Worldwide’s global luxury brand, will raise its flag in New York’s Financial District in the fourth quarter of 2011. The Conrad New York will be the brand’s fifth property to open in the United States and the first Conrad hotel in New York City.

Located at the current site of the Embassy Suites New York, situated at 102 North End Avenue (at Vesey Street), the hotel will house 463 luxury rooms in a prime location in the heart of New York City’s Financial District, adjacent to the Hudson River to the west and the new Freedom Tower (One World Trade) to the east. The hotel will be situated within a short distance of downtown Manhattan’s historic landmarks and popular attractions, such as the New York Stock Exchange, City Hall, Trinity Church, South Street Seaport, Battery Park, and the trendy neighborhoods of Tribeca, SoHo and Greenwich Village.

“The Conrad New York marks the brand’s entry into Manhattan and is an important strategic milestone for us as we continue to grow this brand,” said John T. A. Vanderslice, global head of luxury and lifestyle brands for Hilton Worldwide. “The Conrad New York will provide an impeccable luxury experience to the most discerning business and leisure travelers. As we continue to strategically grow the Conrad brand, we seek only the world’s most desirable locations, and New York City is certainly one of the most desirable. The Conrad New York is a great addition to the brand’s philosophy, ‘The Luxury of Being Yourself.’”

The soaring, sunlit 15-story atrium lobby features a dramatic Sol LeWitt art piece rising 13 floors above the check-in desk. Each luxuriously appointed guestroom will feature an average of more than 550 square feet, a minimum of two flat panel televisions and a full complement of contemporary electronic features. Conrad New York will also feature upscale dining and beverage outlets that are consistent with Conrad’s global definition of luxury. Interior design is being styled by Kohn Pedersen Fox Associates, Office dA and Remedios Studios.

In addition, more than 15,000 square feet of flexible meeting space will ensure that guests can stay connected and meet in comfort, supported by state-of-the-art technology and meeting facilities. A 6,000 square foot Grand Ballroom is designed to accommodate conferences and social gatherings for more than 600 participants. Existing Conrad properties in the United States include Conrad Miami, Conrad Chicago, Conrad Indianapolis and Conrad San Juan.

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*HOTELS & RESORTS is Hilton Worldwide's global luxury brand and the choice for today's modern, sophisticated traveler. By focusing on the individual, Conrad offers guests genuine and personalized service and a world of style, service and connection. Each Conrad is a dynamic reflection of its city and culture, as well as a showcase for striking design and distinct surroundings. Across five continents, in the world's gateway cities and most sought-after resort destinations, Conrad invites each guest to enjoy The Luxury Of Being Yourself®. For information on Conrad, please visit [www.conradhotels.com](http://www.conradhotels.com).*

*Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 91 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,600 hotels and 592,000 rooms in 81 countries.*