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**HILTON NAPLES RECEIVES FLORIDA *GREEN LODGING* PROGRAM
DESIGNATION**

-Environmentally-friendly hotels conserve resources, save money and attract customers-

NAPLES –January 20, 2008 -- The Florida Department of Environmental Protection (DEP) recently welcomed the **Hilton Naples** to the Florida *Green Lodging* Program. The Hilton is the first hotel in Naples to be designated and the second in Collier County. The Florida *Green Lodging* Program is a voluntary state initiative that provides the lodging industry with technical assistance, encouraging hotels and motels to adopt cost-saving “green” practices that reduce waste and conserve natural resources.

“We are delighted to receive this certificate as we are committed to providing an eco friendly hotel and services to our guest” said Clark Hill, the hotel’s general manager. The Hilton Naples has implemented paper, cardboard; aluminum and steel can recycle programs to reduce waste. In addition, the property installed low flow toilets, faucets, and showerheads as well as fluorescent lamps. The hotel invites guests to participate and provides a notice in guest rooms to encourage participation.

“*Green Lodges* are leaders in their industry,” said DEP South District Director Jon Iglehart. “The example set by Naples Hilton challenges other area hotels to join them in adopting innovative green practices, conserving resources and saving money.”

To be designated a member of the Florida *Green Lodging* Program, hotels must implement a variety of green practices. These practices include, but are not limited to, water conservation measures through low flow plumbing fixtures and a linen reuse program, and energy efficiency achieved by installing ENERGY STAR® appliances and programmable thermostats. The waste reduction criteria are met by providing the opportunity to recycle, purchasing items in bulk, purchasing recycled materials and by recycling ink and toner cartridges. All designated members of the Florida *Green Lodging* Program must also use green cleaners and high efficiency air filters, and clean air handler units frequently.

“Not only are the management and entire staff of the hotel committed to supporting the efforts of the Department of Environmental Protection, but our guests will also be involved in helping with our initiatives. Since many guests practice some level of conservation at home, we believe they will appreciate the opportunity to contribute while traveling,” said Clark Hill, Hilton Naples General Manager.

On July 13, at his Serve to Preserve Florida Summit on Global Climate Change, Governor Crist signed three executive orders initiating state energy-use policies, including one that requires state agencies and departments to hold meetings and conferences only at hotels with Florida *Green Lodging* Program designation starting January 1, 2008, whenever possible.

Launched in March 2004, the Florida *Green Lodging* Program establishes environmental guidelines for hotels and motels to conserve natural resources and prevent pollution. As reward for designation, Florida is recommending designated facilities to companies and trade organizations seeking environmentally conscious lodging and convention facilities. With the addition of the Hilton Naples, the program has designated 68 hotels and has more than 230 applicants.

For more information about the Florida *Green Lodging* Program, visit www.dep.state.fl.us/greenlodging.

About Hilton Naples:

The Hilton Naples hotel is located 30 minutes from Southwest Florida International Airport, 10 minutes from the convenient Naples Municipal Airport, near upscale shopping at Waterside Shops, Fifth Avenue, Third Street South, and Bayfront. This AAA Four-Diamond rated hotel is centrally located close to the beach and is a unique hotel featuring fabulous interior design, classic architecture, and 200 luxurious guest rooms. Entertaining and dining at world famous [Shula's Steak House](#), the Hilton Naples' featured restaurant, is perfect in the tradition of legendary Coach Don Shula.

About Hilton Hotels Corporation:

Hilton Hotels Corporation is the leading global hospitality company, with more than 2,900 hotels and 480,000 rooms in 76 countries and territories, including 100,000 team members worldwide. The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton[®], Conrad[®] Hotels & Resorts, Doubletree[®], Embassy Suites Hotels[®], Hampton Inn[®], Hampton Inn & Suites[®], Hilton Garden Inn[®], Hilton Grand Vacations[™], Homewood Suites by Hilton[®] and The Waldorf=Astoria Collection[®]. The Hilton Family of Hotels adheres to founder Conrad Hilton's philosophy that, "It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: **be hospitable**[®]. The philosophy is shared by all brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity. For more information about our company, please visit www.hiltonworldwide.com, and to learn more about our **be hospitable** philosophy, please visit www.behospitable.com.