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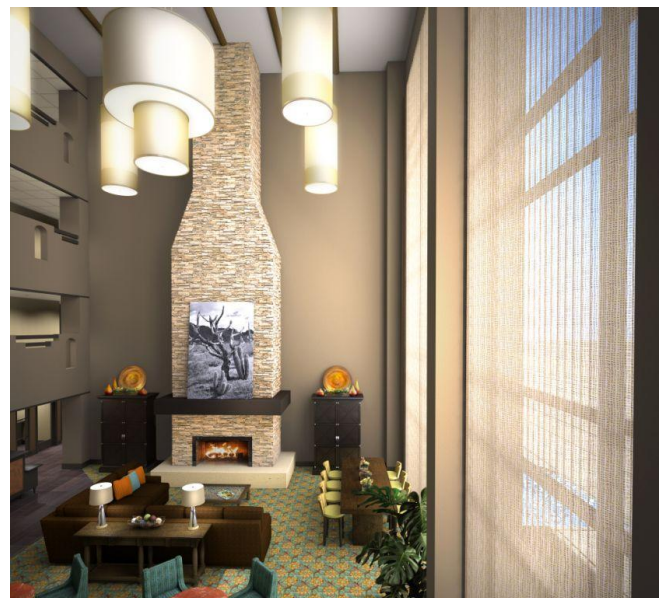
THG Brings Doubletree to Santa Fe

The Hotel Group completes its conversion of the Holiday Inn Santa Fe to the Doubletree by Hilton Santa Fe; Guests can now enjoy all the benefits that the Doubletree by Hilton brand has to offer, including the Hilton HHonors® guest rewards program; Propertywide renovation is underway

Edmonds, Wash. — Jan. 9, 2012 —The Hotel Group (THG) enters the new year by bringing a new brand to the Santa Fe, New Mexico, hotel market. Today the Holiday Inn Santa Fe has officially been converted to the **Doubletree by Hilton Santa Fe**. The property, located at 4048 Cerrillos Road, is the fourth owned and operated Doubletree by Hilton hotel in the THG portfolio, and it's THG's 10th property within the Hilton Family of brands. THG has earned several awards from Hilton for its Doubletree by Hilton hotels, including earning the "Best Conversion Award" for the Doubletree Arctic Club Hotel Seattle-Downtown in 2010.

The Hotel Group is a nationally recognized Top 40 hotel company that currently manages and/or owns 25 properties representing 10 brands and one upscale independent hotel across 10 states. With 27 years of successful hotel ownership and management experience, the company is consistently successful in turning around underperforming properties and making them market leaders.

"Doubletree by Hilton was the right brand to bring to the Santa Fe market," said Doug Dreher, THG president and CEO. "This property is beautifully designed to reflect the spirit and culture of this amazing city. Only five miles from Santa Fe Municipal Airport and six miles from downtown, the DoubleTree by Hilton Santa Fe is the perfect choice when exploring Santa Fe on business or pleasure. Not only will guests enjoy comfortable, contemporary accommodations and the award-winning Hilton HHonors® guest-reward program, but they will receive exceptional guest service, including being greeted with a smile and a warm chocolate chip cookie at check-in."



THG purchased the property in December 2010 which was the first acquisition within the company's Hotel Group Opportunity Fund IV. A transformational renovation has begun on the property's 130 guestrooms, lobby, Patina's Restaurant, Mezcal Lounge and 4,400 square feet of meeting space. The entire renovation process is expected to be completed early this year.

"The Doubletree by Hilton Santa Fe is already turning heads," said General Manager Steve Smith. "While an extensive renovation is underway, our guests' comfort is a top priority. Guestrooms and suites provide the comfort and convenience travelers have come to expect from DoubleTree by Hilton, including spacious bathrooms, cable TV, generous work surfaces with data ports, luxurious Signature Sweet Dreams bedding® by DoubleTree Sleep Experience beds and in-room coffee maker.



"With more than 200 eclectic art galleries, more than a dozen museums, world-famous annual art markets, tribal casinos, a myriad of dining options, The Santa Fe Opera House, Santa Fe Community Convention Center, and New Mexico State University conveniently located within six miles of our hotel, we are confident that we are the place to be," he said. "Everyone visiting Santa Fe is encouraged to come see what Doubletree by Hilton has to offer."

The four-story Doubletree by Hilton Santa Fe also features a 24-hour business center and in room Wi-Fi, and an indoor/outdoor heated pool and spa. Doubletree by Hilton breakfast buffet is served daily in Patina's restaurant, with room service also as an option.

For more information on the Santa Fe Doubletree by Hilton website, visit www.santafe.doubletree.com. For more information on THG and the services it offers, visit www.thehotelgroup.com.

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About The Hotel Group



THG is a nationally recognized Top 40 hotel company and currently manages and/or owns 25 properties in 10 states, representing 10 brands and employs more than 1,600 people. Since its inception in 1984, THG has managed more than 100 properties in 20 states, directed the design and construction of 30 new hotels, completed the acquisition of more than \$130 million in private investment as the sponsor of Hotel Group Opportunity Funds I, II, III and IV. For more information, visit www.thehotelgroup.com or call 425-771-1788.

About DoubleTree by Hilton Hotels

With a fast-growing global collection of contemporary, upscale hotels in more than 275 gateway cities, metropolitan areas and vacation destinations across five continents, every little thing we do at DoubleTree by Hilton inspires us to create a rewarding experience for our hotel guests, our team members and the communities we proudly serve. Our hospitality begins with a warm chocolate chip cookie welcome upon arrival and continues with the award-winning Hilton HHonors guest loyalty programme, an array of fine services and amenities and our longstanding CARE Culture tradition that empowers more than 65,000 team members to provide the special comforts and acts of kindness that make the traveller feel human again.

To make reservations at any DoubleTree by Hilton hotel, travelers may visit our brand website at www.doubletree.com. Social media users may connect with us at www.facebook.com/doubletree, www.twitter.com/doubletree and www.youtube.com/doubletreehotels. For the latest news, story starters and fact sheets about our brand, reporters and bloggers may visit our DoubleTree by Hilton Global Media Center at www.doubletreebyhiltonglobalmediacenter.com.

About Hilton Worldwide

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 93 years, Hilton Worldwide has offered 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 3,800 hotels and timeshare properties, with 630,000 rooms in 88 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, 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 the world-class guest reward program Hilton HHonors®.

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