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• **LVH** •

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LAS VEGAS HOTEL  
& CASINO

A LAS VEGAS ICON.  
SAME FAME. **NEW NAME.**

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FACT SHEET - LVH NAME CHANGE

AFTER 40 YEARS, THE LAS VEGAS HILTON WILL CHANGE ITS NAME ON JANUARY 3, 2012 TO THE LVH - LAS VEGAS HOTEL & CASINO. SINCE THE CASINO OPENED IN 1969, THIS WILL BE THE THIRD NAME FOR THE PROPERTY. IT WAS ORIGINALLY THE INTERNATIONAL HOTEL.

## HISTORY

THE SITE NOW OCCUPIED BY THE HOTEL WAS THE LAS VEGAS PARK SPEEDWAY IN THE 1950S, A HORSE AND AUTO RACING FACILITY.

THE HOTEL WAS BUILT AND OPENED IN 1969 BY KIRK KERKORIAN AS THE INTERNATIONAL HOTEL.

HILTON HOTELS PURCHASED THE PROPERTY IN 1970, AND RENAMED IT THE LAS VEGAS HILTON IN 1971.

AFTER SEVERAL OWNERSHIP CHANGES, COLONY CAPITAL ACQUIRED THE LAS VEGAS HILTON IN 2004.

LVH-LAS VEGAS HOTEL & CASINO WILL BE AN INDEPENDENT HOTEL WITHOUT AN AFFILIATION TO ANOTHER HOTEL CHAIN, THE FIRST TIME THE PROPERTY HAS BEEN INDEPENDENT SINCE 1970.

## HOTEL

2,956 TOTAL GUEST ROOMS AND SUITES

305 SUITES, RANGING IN SIZE UP TO 15,000 SQUARE FEET

74,000-SQUARE-FOOT CASINO

200,000-SQUARE-FEET OF MEETING SPACE

MORE THAN A DOZEN RESTAURANTS

1,700-SEAT THEATER

ADJACENT TO LAS VEGAS CONVENTION CENTER

DESIGNATION AS A MONORAIL STATION, CONNECTING IT TO THE LAS VEGAS STRIP

## NAME CHANGE

ONLY THE NAME WILL CHANGE.

ALL STANDARDS AND AMENITIES OF THE LVH WILL REMAIN THE SAME.

WITHOUT A HILTON FRANCHISE LICENSE, LVH WILL NOT BE ELIGIBLE TO PARTICIPATE IN THE HILTON REWARDS PROGRAM.

AFTER JANUARY 3, 2012, LVH WILL NOT BE CONNECTED TO THE HILTON RESERVATION SYSTEM. THE FRANCHISE LICENSE EXPIRES ON JANUARY 1, 2012. BY MUTUAL AGREEMENT THE HILTON NAME WILL CHANGE ON THE PROPERTY JANUARY 3, 2012.

## FREQUENTLY ASKED QUESTIONS

### 1. WHY WILL THE LAS VEGAS HILTON CHANGE ITS NAME?

HILTON WORLDWIDE WILL NOT BE RENEWING THE FRANCHISE LICENSE FOR THE PROPERTY. WITHOUT THIS AGREEMENT, THE PROPERTY MUST USE ANOTHER NAME. ON JANUARY 3, 2012, THE NAME WILL CHANGE TO LVH-LAS VEGAS HOTEL & CASINO.

### 2. WHY HAS HILTON WORLDWIDE CHOSEN NOT TO RENEW THE FRANCHISE LICENSE?

BOTH HILTON AND LVH WILL NOT GO INTO DETAILS REGARDING THE DECISION. LVH PROUDLY CARRIED THE HILTON NAME AND TRADITIONS FOR 40 YEARS, AND IS PROUD TO CONTINUE THE SAME TRADITIONS AND SERVICE UNDER OUR NEW NAME.

### 3. WHEN WILL THE NAME CHANGE OCCUR?

THE FRANCHISE LICENSE EXPIRES ON JANUARY 1, 2012. BY MUTUAL AGREEMENT THE HILTON NAME WILL CHANGE ON THE PROPERTY BY JANUARY 3, 2012.

### 4. WHAT WILL CHANGE BESIDES THE NAME OF THE HOTEL?

ONLY THE NAME WILL CHANGE. ALL STANDARDS AND AMENITIES OF THE LVH WILL REMAIN THE SAME. THE SAME GREAT STAFF, SERVICE AND FACILITIES ARE HERE TO ASSIST YOU. HOWEVER, WITHOUT A HILTON FRANCHISE LICENSE, LVH WILL NOT BE ELIGIBLE TO PARTICIPATE IN THE HILTON REWARDS PROGRAM AND WILL NOT BE CONNECTED TO THE HILTON RESERVATION SYSTEM AFTER JANUARY 3, 2012.

5. WILL LVH OFFER A REWARDS PROGRAM?

AT THIS TIME, THERE ARE NO PLANS FOR LVH TO OFFER A REWARDS PROGRAM, OTHER THAN THE CASINO PLAYER REWARDS PROGRAM.

6. ARE YOU SEEKING AFFILIATION WITH OTHER HOTEL CHAINS?

AT THIS TIME, THERE IS NO INFORMATION TO SHARE ABOUT AN AFFILIATION WITH ANOTHER HOTEL CHAIN. HOWEVER OWNERSHIP IS LOOKING AT VIABLE OPTIONS FOR THE PROPERTY'S FUTURE OPERATIONS.

7. ARE YOU SEEKING TO REESTABLISH A RELATIONSHIP WITH HILTON?

LVH PROUDLY CARRIED THE HILTON NAME AND TRADITIONS FOR 40 YEARS, AND IS PROUD TO CONTINUE THOSE TRADITIONS UNDER OUR OWN NAME. AT THIS TIME, HOWEVER, THERE IS NO INFORMATION TO SHARE ABOUT A RENEWAL OF THE FRANCHISE AGREEMENT WITH HILTON.

9. WILL THE RESERVATIONS OR HOTEL PHONE NUMBERS CHANGE?

THE DIRECT PHONE NUMBERS TO THE PROPERTY WILL NOT CHANGE.  
702-732-5111 - RESERVATIONS: 800-732-7117

10. WILL HOTEL GUESTS HAVE TO CHANGE ANYTHING WITH THEIR RESERVATIONS?

IF RESERVATIONS WERE MADE DIRECTLY WITH THE WEBSITE OF LVHILTON.COM, WITH A HOUSING COMPANY, OR THROUGH OUR PASSKEY SITE, NOTHING WILL CHANGE. AFTER JANUARY 3, 2012, LVH WILL NO LONGER BE PART OF THE HILTON RESERVATION SYSTEM. IF GUESTS HAVE QUESTIONS, THEY SHOULD CALL LVH DIRECTLY TO VERIFY THEIR INFORMATION.

11. WILL MY HOTEL GUESTS STILL RECEIVE OR BE ABLE TO REDEEM HILTON HONORS POINTS?

WITHOUT A HILTON FRANCHISE LICENSE, LVH WILL NOT BE ELIGIBLE TO PARTICIPATE IN THE HILTON REWARDS PROGRAM.

12. WHAT IS THE NEW HOTEL WEBSITE?

THE NEW WEBSITE IS [WWW.THEL VH.COM](http://WWW.THEL VH.COM) AND THIS WILL BE ACTIVE BEGINNING ON JANUARY 3, 2012. YOU CAN UTILIZE OUR CURRENT WEBSITE: [WWW.LVHILTON.COM](http://WWW.LVHILTON.COM) UNTIL JANUARY 3, 2012.