



For Immediate Release

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Hilton New Orleans Riverside Welcomes Drago's Restaurant

Famed family restaurant opens second location in downtown New Orleans

New Orleans—October 31, 2006— Drago's Restaurant, a New Orleans dining institution known for its charbroiled oysters, will open a second location in the Hilton New Orleans Riverside located in downtown New Orleans. The expansion is expected to be complete in early 2007.

"We are thrilled to welcome Drago's to the Hilton. It is an outstanding restaurant and a New Orleans legend. The future is already bright for the bustling downtown of New Orleans and this announcement is one more positive step for our hotel and for the city," said Hilton General Manager Fred Sawyers.

Drago's Restaurant opened in February 1970 as the continuation of a Croatian tradition of family restaurants and the beginning of a great New Orleans dining establishment.

"We are very happy to be a part of the exciting downtown area and an alliance with the Hilton," said Drago's owner Tommy Cvitanovich. "New Orleans is such a special place and our family is committed to continuing to share its culture and food with people from all over the world."

Cvitanovich will have a presence at the new restaurant as well as the original Metairie location. The look and feel of the beloved Metairie locale will be recreated to a 382-seat restaurant on the first floor of the Hilton.

The restaurant will also feature the same popular menu with its legendary lobster dishes and other signature plates such as Drago's Original Charbroiled Oysters and Mama Ruth's Gumbo. The menu prices will also remain the same.

In the "center of it all," the newly renovated Hilton New Orleans Riverside hotel is set immediately on the banks of the Mississippi River with easy access to everything New Orleans has to offer. This full service luxury complex is actually a "city within itself," and recently completed a \$40 million renovation, complementing the main hotel guest room updates that feature the Hilton Serenity Collection™. Hilton Hotels & Resorts is the full-service, flagship brand for Hilton Hotels Corporation, recognized internationally as a preeminent hospitality company. The company develops, owns, manages or franchises more than 2,100 hotels, resorts and vacation ownership properties. Its portfolio includes many of the world's best known and most highly regarded hotel brands, including Hilton, Conrad, Doubletree, Embassy Suites Hotels, Hampton Inn, Hampton Inn & Suites, Hilton Garden Inn, Hilton Grand Vacations Company and Homewood Suites by Hilton. For more information about our company, please visit our corporate website at www.hiltonworldwide.com.

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