



Hilton Worldwide and Inveravante Sign Agreement to Open Two Premium Hotels in Tangier

Hospitality Giant Set To Deliver Over 500 New Hotel Rooms by 2015

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DUBAI, U.A.E. and MCLEAN, Va. - Hilton Worldwide has today signed an agreement with Inveravante Group to introduce two new premium hotels in the historic city of Tangier. The agreement ceremony, held in Rabat, Morocco in the presence of Lahcen Haddad, Minister for Tourism in Morocco, was officially signed by Manuel Jove Capellan, chairman, Inveravante and Deepak Seth, vice president, development, Southern Europe, North & West Africa, Hilton Worldwide.

Located within Morocco's modern business district in the heart of Tangier, the two properties, Hilton Tanger City Center Hotel & Residences and Hilton Garden Inn Tanger City Center, represent the first Hilton Worldwide hotels in Tangier, one of the country's fastest growing commercial cities. The two new hotels will form part of Tanger City Center, a large upscale, mixed-use development promoted by Inveravante, and including the city's largest shopping mall, quality residential accommodation as well as commercial office space.

Patrick Fitzgibbon, senior vice president, development, Hilton Worldwide, Europe & Africa said: "Tangier is a superb destination and I am delighted we are making our debut with two of our most recognised brands. Today's announcement will act as our springboard for further growth in Morocco as we embark on an expansion strategy to introduce new properties and brands in key markets across the country."

Manuel Jove Capellan, Chairman, Inveravante said: "I am delighted Hilton Worldwide is partnering with us on this landmark project and bringing two of their most prominent brands to this dynamic city. Tangier is the second economic city of Morocco and the calibre of these hotels will add to its metropolitan prestige and showcase the diversity of its hospitality offerings."

The 182-room Hilton Tanger City Center Hotel & Residences will include 19 suites with an additional 68 stylish hotel apartments which will be available for purchase ahead of the hotel's scheduled Spring 2015 opening date. Guests can enjoy on-site conveniences such as a fitness area and outdoor pool as well as a restaurant and two bars.

Dave Horton, global head, Hilton Hotels & Resorts said: "The new combined hotel and residence development is set to be an outstanding, quality property and ideally suited to meet the diverse business, leisure and lifestyle demands of the city. As the company's flagship brand and one of the most recognised hotel names in the world, we are looking forward to bringing our signature style, service and forward thinking approach to this new market. "

Hilton Garden Inn is a market leading, focused service brand which enjoys consistent award winning success. The brand's latest signing, Hilton Garden Inn Tanger City Center, will feature 323 rooms, including 10 family rooms, and a host of amenities including a fitness room, business centre, a restaurant and a bar. The hotel, which is expected to open in December 2014, will feature Hilton Garden Inn's signature brand attributes including the Garden Sleep System bed and a spacious work desk with ergonomic chair.



Adrian Kurre, global head, Hilton Garden Inn said: "Today's announcement is particularly thrilling as it marks the arrival of Hilton Garden Inn in North Africa, a new region for us and a truly exciting milestone in the 16-year history of the brand. I am confident our broad appeal and compelling combination of value, quality and comfort will be warmly welcomed by leisure visitors as well as by the corporate community."

Tanger City Center resort covers 236,443 m² and is ideally located on Tangier's main boulevard, close to the beach. Inveravante acquired the project in 2009 with plans to develop a complex to provide the city with a range of new and exciting facilities and services. The Tanger City Center project, worth over 190 million Euros, will involve the construction of 800 apartments, two hotels, a large office block covering 10,161 m² and a shopping and leisure centre covering 32,000 m².

The city of Tangier is currently undergoing extensive development and modernisation with many new businesses being established and the completion of several major construction projects including the Tanger-Med Port, the addition of a new airport terminal and a new 45,000 seat sports stadium. Tangier's unique location on the coast of North Africa, between the Mediterranean Sea and the Atlantic Ocean, has attracted many different settlers and civilizations down the centuries and influenced a history and culture which, in recent times, inspired a wealth of literary and musical legends helping to shape Tangier's famous cultural reputation.

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About INVERAVANTE

The INVERAVANTE corporation was founded in 2007 by entrepreneur Manuel Jove Capellán. The company operates in different fields throughout the world: financial investment (avantecapita), energy (avantegenera), real estate and tourism (avantespacia) and the food and agriculture business (avanteselecta). The corporation's equity division also owns hotels.

One of the corporation's priority countries for investment is Morocco. INVERAVANTE currently lays special emphasis on the development and building of emblematic projects in the real estate sector that are capable of becoming a driving force for development and welfare in their surroundings. Such is the case with:

- **Anfaplace Living Resort.** A unique project in which INVERAVANTE has invested 240 million Euros and generated almost 2,000 jobs.
- **Tanger City Center.** Another strategic investment is Tanger City Center, a complex covering 236,443 m² right next to the beach on the city's main boulevard. Investment will reach 190 million Euros.

The corporation is also looking at opportunities in its other fields of activity.

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 91 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®. Visit www.hiltonworldwide.com for more information and connect with Hilton Worldwide at www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide and www.linkedin.com/company/hilton-worldwide. **About Hilton Garden Inn**



Hilton Garden Inn is an award-winning, mid-priced brand which continuously strives to offer today's frequently travelling busy people with everything they might need during their trip, including complimentary cable and WiFi internet access in all guest rooms, PrintSpot(tm) mobile printing, complimentary round-the-clock business center services, innovative and stress relieving Garden Sleep System™ and ergonomic Mirra® chairs designed by Herman Miller. Such that, whether you are on a business trip or a personal trip, Hilton Garden Inn provides you a deep sleep away from home, comfortable working environment, delicious food and comfort and services to help you stay fresh. For further information on Hilton Garden Inn's North American or European hotels or to plan your next escape, please visit www.HGI.com.

About Hilton Hotels & Resorts One of the most recognized names in the industry, Hilton Hotels & Resorts stands as the stylish, forward thinking global leader in hospitality. From inaugural balls and Hollywood award galas to business events and days to remember, Hilton is where the world makes history, closes the deal, toasts special occasions and gets away from it all. The flagship brand of Hilton Worldwide continues to build upon its legacy of innovation by developing products and services to meet the needs of tomorrow's savvy global travelers while more than 144,000 Team Members shape experiences in which every guest feels cared for, valued and respected. Today, the Hilton Hotels & Resorts portfolio includes more than 540 hotels in 79 countries and the brand remains synonymous with "hotel." Access the latest Hilton news at www.hiltonglobalmediacenter.com or begin your journey at www.hilton.com. Social media users can engage with Hilton at www.twitter.com/hiltononline, www.facebook.com/hilton and www.youtube.com/hilton. Hilton Hotels & Resorts is one of Hilton Worldwide's ten market-leading brands.