



## **Hilton Completes Request for Proposal Process for Hilton Honors Co-Brand Credit Cards**

*American Express selected as exclusive issuer for U.S. Hilton Honors credit cards starting 2018*

**McLean, VA and New York, NY (June 1, 2017)** – Hilton (NYSE: HLT) today announced that American Express (NYSE: AXP) has been selected as the exclusive issuer for Hilton Honors co-branded credit cards in the United States, beginning January 1, 2018. The announcement follows a comprehensive and competitive bidding process aimed at creating long-term value for both companies, hotel owners, guests and Hilton Honors members. The terms of the new multi-year partnership remain confidential.

There will be no immediate changes for existing U.S. cardholders, and purchases made on existing co-branded credit cards will continue to earn Hilton Honors Points. Additional information will be made available later this year.

“Hilton continues to focus on adding new benefits for our Hilton Honors members,” said Mark Weinstein, senior vice president and Global Head of Customer Engagement, Loyalty & Partnerships, Hilton. “We are excited to work with American Express on new ways to enhance value for our most loyal guests.”

Hilton is American Express’ first and longest co-brand card relationship, with the companies beginning their co-branded card partnership in 1995. Hilton has also been an American Express Card-accepting merchant since 1969. The relationship has expanded over the years to include a multitude of travel programs for the companies’ shared customers.

“We are very happy to expand upon our five-decade relationship with Hilton to deliver exceptional experiences, services and value to our shared customers,” said Eva Reda, senior vice president, Co-Brand Partnerships, American Express. “Through our expanded partnership, we will continue to ensure that Card Members get even more value out of their Hilton Honors and American Express memberships.”

Hilton first offered co-branded cards with Citi in 2000. The company would like to acknowledge, and thank Citi for the long and successful co-branded relationship.

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## **About Hilton**

Hilton (NYSE: HLT) is a leading global hospitality company, with a portfolio of 14 world-class brands comprising 5,000 properties with more than 812,000 rooms in 103 countries and territories. Hilton is dedicated to fulfilling its mission to be the world's most hospitable company by delivering exceptional experiences – every hotel, every guest, every time. The company's portfolio includes Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio Collection by Hilton™, DoubleTree by Hilton, Tapestry Collection by Hilton™, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton Honors. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose exactly how many Points to combine with money, an exclusive member discount that can't be found anywhere else and free standard Wi-Fi. Visit [newsroom.hilton.com](https://newsroom.hilton.com) for more information and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#).

## **About American Express**

American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at [americanexpress.com](https://americanexpress.com) and connect with us on [facebook.com/americanexpress](https://facebook.com/americanexpress), [instagram.com/americanexpress](https://instagram.com/americanexpress), [linkedin.com/company/american-express](https://linkedin.com/company/american-express), [twitter.com/americanexpress](https://twitter.com/americanexpress), and [youtube.com/americanexpress](https://youtube.com/americanexpress).

Key links to products, services and corporate responsibility information: [charge and credit cards](#), [business credit cards](#), [Plenti rewards program](#), [travel services](#), [gift cards](#), [prepaid cards](#), [merchant services](#), [Accertify](#), [corporate card](#), [business travel](#), and [corporate responsibility](#).

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