

American Express and Hilton Announce New Hilton Honors Co-Branded Credit Cards

Four New Cards Available in January 2018 further enhance travel experiences and rewards for Consumers and Small Businesses

NEW YORK, November 1, 2017 – American Express (NYSE: AXP) and Hilton (NYSE: HLT) today announced the details of the upgraded American Express Hilton Honors co-branded credit card portfolio, which features four new cards designed to give consumers and small businesses more choice, more benefits and more value. As previously announced, American Express will become the exclusive issuer of Hilton Honors credit cards in the United States.

The benefits and services for each of the four new Cards were designed based on extensive consumer and small business research. Hilton Honors members asked for simplicity, value, status, exclusivity and the ability to earn more points toward their next trip whether they are traveling for business or leisure. The four Card portfolio – the no-annual-fee Hilton Honors American Express Card, the Hilton Honors American Express Ascend Card, the Hilton Honors American Express Business Card and the Hilton Honors American Express Aspire Card – reflect the benefits and value consumers and small business have asked for, delivering the most rewarding Hilton Honors credit cards ever.

“The card portfolio we are announcing today was designed with both frequent and less frequent travelers in mind,” said Mark Weinstein, Hilton’s Senior Vice President and Global Head – Customer Engagement, Loyalty and Partnerships. “We know travelers -- and particularly our Hilton Honors credit cardholders -- are looking for even more access, personalized benefits, premium service and, yes, the ability to earn even more points. In fact, the Aspire card offers the most Hilton Honors Points we have ever offered for spend in our hotels.”

“Whether it’s a business trip or a vacation with the family, our new suite of Cards will help you get the most out of your Hilton Honors points and receive more perks, like lounge access and concierge, while you travel,” said Eva Reda, Executive Vice President, Co-Brand Partnerships, American Express. “Together, we’re deeply committed to servicing our collective Card Members and are excited to provide more choice and richer rewards to those who love Hilton’s 5,100 plus properties worldwide.”

Upgraded Suite of Hilton Honors Cards by American Express Offers More Value

Designed for the occasional traveler, the no-annual-fee **Hilton Honors American Express Card** received an upgrade, including the removal of foreign transaction fees. It maintains the same

name and much-loved benefits of the original card turning everyday spend into inspiring travel opportunities. The full benefits include:

- 7X Hilton Honors Bonus Points at hotels and resorts in the Hilton portfolio worldwide
- 5X Hilton Honors Bonus Points at U.S. grocery stores, U.S. restaurants, and U.S. gas stations
- 3X Hilton Honors Bonus Points on all other eligible purchases
- Complimentary Hilton Honors Silver status; Earn Gold status after spending \$20,000 in purchases on the Card in a calendar year
- No foreign transaction fees
- No annual fee

For the savvy and established traveler, the **Hilton Honors American Express Ascend Card** will deliver maximized travel rewards, including elevated Hilton Honors status, the ability to earn more points and Priority Lounge passes. The full benefits include:

- 12X Hilton Honors Bonus Points at hotels and resorts in the Hilton portfolio worldwide
- 6X Hilton Honors Bonus Points at U.S. grocery stores, U.S. restaurants, and U.S. gas stations
- 3X Hilton Honors Bonus Points on all other eligible purchases
- Complimentary Hilton Honors Gold status; Earn Diamond status after spending \$40,000 in purchases on the card in a calendar year
- One Weekend Night Reward at a hotel or resort in the Hilton portfolio after spending \$15,000 in purchases on the card in a calendar year
- 10 free Priority Pass™ Lounge passes to ease the airport experience
- No foreign transaction fees
- \$95 annual fee

Designed to address the needs of 25 million US small business owners, The **Hilton Honors American Express Business Card** will help small business owners get the most out of every dollar spent and every mile traveled to invest back into their business. This card will allow the user to maximize card rewards related to business expenses and travel and includes access to the American Express OPEN platform designed specifically for small business owners. The full benefits include:

- 12X Hilton Honors Bonus Points at hotels and resorts in the Hilton portfolio worldwide
- 6X Hilton Honors Bonus Points on U.S. gas stations, wireless telephone services purchased directly from U.S. service producers and U.S. purchases for shipping

- 6X Hilton Honors Bonus Points on U.S. restaurants, flights booked directly with airlines or amextravel.com, and car rentals booked directly from select car rental companies
- 3X Hilton Honors Bonus Points on all other eligible purchases
- Complimentary Hilton Honors Gold status; Earn Diamond status after spending \$40,000 in purchases on the card in a calendar year
- One Weekend Night Reward at a hotel or resort in the Hilton portfolio after spending \$15,000 in purchases on the Card in a calendar year
- A second Weekend Night Reward at a hotel or resort in the Hilton portfolio after spending \$60,000 in purchases on the Card in a calendar year
- 10 free Priority Pass™ Lounge passes to ease the airport experience and get work done more easily and comfortably while waiting for a flight
- No foreign transaction fees
- \$95 annual fee

Frequent travelers seeking premium services and elevated experiences will find the **Hilton Honors American Express Aspire Card** is their complete travel partner - providing instant Diamond status, lounge access, airline credits, free nights and 24/7 concierge access. This new card offers the richest Hilton Honors earn rate ever. The full benefits include:

- 14X Hilton Honors Bonus Points at hotels and resorts in the Hilton portfolio worldwide
- 7X Hilton Honors Bonus Points on flights booked directly with airlines or amextravel.com, car rentals booked directly from select car rental companies and at U.S. restaurants
- 3X Hilton Honors Bonus Points on other purchases
- Complimentary Hilton Honors Diamond status
- One Weekend Night Reward at a hotel or resort in the Hilton portfolio with your new Card and each year of Card Membership
- A second Weekend Night Reward at a hotel or resort in the Hilton portfolio after spending \$60,000 in purchases on the Card in a calendar year
- Unlimited Priority Pass™ Lounge passes to ease the airport experience
- \$250 Airline incidental fee statement credit
- \$250 Hilton resort statement credit
- \$100 on-property credit at Waldorf Astoria Hotels & Resorts and Conrad Hotels & Resorts when booking the exclusive Aspire Card package
- Access to 24/7 American Express concierge
- No foreign transaction fees
- \$450 annual fee

All four of the Hilton Honors Cards by American Express are linked to Hilton's award-winning guest-loyalty program, Hilton Honors, providing Card Members with the choice to redeem for any of Hilton's 14 world-class brands comprising nearly 5,000 properties with more than 812,000 rooms in 103 countries and territories.

As part of this partnership extension and enhancement, American Express has also entered into an agreement to purchase Citi's Hilton co-branded credit card portfolio, thus becoming the exclusive issuer for Hilton Honors co-branded credit cards in the United States. The changes will be finalized in January 2018 when the new Cards and updates are available to consumers. At that time, all open and eligible Citi Hilton co-branded credit card accounts will be transferred to American Express. Until then, cardmembers should continue to make purchases on their Citi Hilton Honors Card.

Today, consumers are able to acquire the Hilton Honors Base and Surpass Cards and will automatically be upgraded to the new benefits launching January 2018. For additional details related to each new Card, and to sign up for updates about the new Hilton Honors American Express Cards launching January 2018, visit: hiltonhonors.com/americanexpress

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About American Express

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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](#).

About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company, with a portfolio of 14 world-class brands comprising more than 5,100 properties with nearly 838,000 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 for more information and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About Hilton Honors

Hilton Honors is the award-winning guest-loyalty program for Hilton's 14 world-class brands comprising more than 5,100 properties with nearly 838,000 rooms in 103 countries and territories. 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 nearly any combination of Points and money to book a stay, an exclusive member discount that can't be found anywhere else and free standard Wi-Fi. Members also enjoy popular digital tools available exclusively through the industry-leading [Hilton Honors mobile app](#), where Hilton Honors members can check-in, choose their room and access their room using a Digital Key. With more than 69 million members, Hilton Honors offers hundreds of ways to earn and redeem Points. Members can redeem their Points for free nights, premium merchandise, items on Amazon Shop with Points; make charitable contributions or gain access to unique events through the Hilton Honors auction platform (hiltonhonors.com/auctions), such as exclusive artist experiences and hotel concert events with Live Nation®, or race experiences with the McLaren-Honda Formula 1 team. The program is free to join, and travelers may enroll online by visiting www.HiltonHonors.com or connect with Hilton Honors at news.hiltonhonors.com.