



For Immediate Release

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Hilton Eugene & Conference Center Opens Following Multi-Million Dollar Renovation

Renovation Re-establishes Hotel as City's Premier Hotel and Meeting Facility

EUGENE, Ore., March 27, 2008—Officials of Davidson Hotel Company (DHC), one of the nation's largest hotel management companies, today announced it has completed a \$3.5 million renovation of the 269-room Hilton Eugene & Conference Center in Oregon. Davidson, which owns and has managed the property since 1997, completed the renovation in several phases to minimize guest disruptions.

“The renovation of the Hilton Eugene & Conference Center essentially brings the hotel to ‘like-new’ status,” said John Belden, Davidson’s president and chief executive officer. “The hotel now is well positioned to maintain its standing as Eugene’s premier hotel and meeting facility.”

Highlights of the major upgrade include a complete redesign of all of the hotel’s guest rooms and suites, to incorporate the Hilton Serenity Bed & Bath Collection, which includes a

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plush-top mattress, fine European-style linens and Crabtree & Evelyn bath amenities; 32” LCD televisions; and Cuisinart direct brew coffee maker. The renovations also include a refurbished fitness center with Fitness by Precor facilities, which utilize Precor-developed strength, cardio and entertainment equipment.

The Hilton Eugene & Conference Center is centrally located at 66 East Sixth Avenue in the heart of downtown Eugene, adjacent to the nationally renowned Hult Center for the Performing Arts. It is easily accessible to the University of Oregon, 5th Street Public Market, the Eugene Federal Courthouse and the Willamette river front with miles of beautiful scenery.

The hotel offers more than 30,000 square feet of flexible conference and exhibit space, complemented by a first-class catering department. Conference rooms atop the hotel feature floor-to-ceiling windows, crystal chandeliers and a breathtaking panoramic view of the city and surrounding mountains. The Hilton also offers a complimentary shuttle to and from the Mahlon-Sweet Field Airport.

Two executive floors with added amenities offer access to a newly renovated private lounge with concierge services, including complimentary continental breakfast, hors d’oeuvres and evening turndown service.

The Big River Grille, the property’s on-site restaurant, offers Pacific Northwest cuisine using only the freshest local and regional ingredients. The restaurant also provides East Right and Healthy Options, offering meal choices that are rich in nutrition and designed with such health-conscious attributes as increased protein and reduced saturated fats, cholesterol, carbohydrates and calories.

The Hilton Eugene has taken steps to become the first green hotel in Lane County and has applied with the Green Seal Organization to become a Green Seal Certified Hotel. In an effort to decrease its impact on the environment and improve sustainability, the hotel will use Compact fluorescent light bulbs and sensed thermostats in all guest rooms. Guest bathrooms use low-flow showerheads and a linen and towel reuse program for multiple-night guests, as well as eco-friendly materials and cleaning products throughout the hotel. The Hilton offers custom recycling containers in guest rooms and the conference facility. In addition, the hotel has an environmental purchasing policy and has formed a Green Team to meet on a regular basis to develop eco-friendly operations.

About Davidson Hotel Company

Headquartered in Memphis, Tenn., Davidson Hotel Company is an award-winning, full-service hotel owner and third-party management company that provides management, development/renovation, acquisition, consulting and accounting expertise for the hospitality industry. The company currently owns and/or manages 31 upscale hotels with nearly 8,800 rooms across the United States, including such brands as Westin, Sheraton, Hyatt, Hilton, Hilton Garden Inn, Embassy Suites, Doubletree, Marriott, Renaissance, Crowne Plaza and Holiday Inn. Additional information on Davidson may be found at the company's Web site, www.davidsonhotels.com.