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WAKE UP WITH WOLFGANG PUCK ESTATE GROWN COFFEE

AT DOUBLETREE HOTELS

Doubletree Brings Delicious In-Room Gourmet Coffee Service

To More Than 40,000 Guestrooms Across North America



BEVERLY HILLS, Calif. (July 8, 2008) – [Doubletree® Hotels](#) today announced they have completed installation of a specially designed in-room, gourmet coffee program through a collaboration with world-renowned chef Wolfgang Puck. Now in more than 190 Doubletree hotels and resorts across North America, the upscale, full-service hotel brand has made it easier than ever for guests to brew delicious, complimentary cups of [Wolfgang Puck® Estate Grown Coffee](#) anytime of the day or evening in the comfort of their hotel rooms.

[Wolfgang Puck Estate Grown Coffee](#) is sourced from small, select growers from around the world. The Sumatra blend, specifically chosen for Doubletree Hotels, is a bold, aromatic beverage that delights the palate with a rich flavor and full body that is perfectly balanced to suit a variety of tastes and preferences. Doubletree and Wolfgang Puck worked closely together to develop a custom, in-room coffee program that includes:

- Wolfgang Puck/CafeXpress dual pod brewing machine designed to brew perfectly balanced cups of coffees and teas at the press of a button
- Wolfgang Puck Sumatra blend coffee (both regular and decaffeinated) in fully biodegradable, single-serve pods – no measuring, no mess to clean
- Post-recycled paper content coffee cups and sleeves perfect for coffee on the go

“Doubletree continues to look for ways to enhance the hotel experience for today’s leisure and business travelers, which has led to more than \$1.5 billion of renovations by our hotel owners during the past few years,” said Dave Horton, senior vice president – brand management for Doubletree Hotels. “Wolfgang Puck products are synonymous with great taste and fresh ingredients, making their coffee an ideal choice for our brand. The premium quality of Wolfgang Puck Estate Grown Coffee along with our Sweet Dreams® by Doubletree Sleep Experience and our easy-to-use alarm clock provides the perfect recipe for a relaxing night’s sleep and a great way to start the morning.”

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An aggressive enhancement campaign across the Doubletree Hotels portfolio has led to substantial upgrades in services and amenities in recent months, including the development of relationships with such well-known names as Neutrogena[®] for guestroom bath and body products and Precor[®] for custom-designed fitness facilities.

Austrian-born Wolfgang Puck opened his first restaurant, Spago, on Hollywood's Sunset Strip in 1982. Building on Spago's success, he has become one of the most influential chefs in North America, with an empire that includes a growing number of fine dining and casual restaurants, catering venues, cookbooks and products. He is dedicated to offering the freshest, highest quality products and the most delicious, innovative tastes. In an independent marketing survey, nearly 70 percent of people recognized the Wolfgang Puck name, associating it with outstanding food presentation, freshness of ingredients and culinary sophistication.

"Enjoying a quality cup of coffee is an important part of my day, especially when I'm traveling. I've always believed in using the highest quality ingredients, so my signature coffee is crafted from distinctive and exotic coffee beans chosen from a few selected estates around the world," said Chef Wolfgang Puck. "I know travelers are busy, so I've made it easy and convenient for Doubletree guests to enjoy my signature coffee blend in the comfort of their room any time of day."

With a growing collection of contemporary, upscale accommodations in more than 190 gateway cities, metropolitan areas and vacation destinations throughout the U.S., Canada and Latin America, Doubletree Hotels, Guest Suites and Resorts are distinctively designed properties that provide true comfort to today's business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors[®] guest reward program, each Doubletree guest receives a satisfying stay wherever their travels take them.

To make reservations at any Doubletree hotel, travelers can visit the hotel brand's website at www.doubletree.com, contact their preferred travel professional or call 1-800-222-TREE in the U.S. and Canada.

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