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**Pointe Hilton Squaw Peak and *Phoenix Bride & Groom* Magazine Announce
Ultimate Wedding Giveaway**

*Arizona Brides Have a Chance to Win an Unforgettable Wedding at the Iconic Resort's New
Palacio Venue*

PHOENIX, Ariz. – January 4, 2012 – To celebrate the opening of the new Palacio wedding venue, Pointe Hilton Squaw Peak Resort has partnered with *Phoenix Bride & Groom* magazine to give Arizona couples the chance to win an elegant wedding at one of the Valley's newest event venues. With its spectacular views, Spanish-Mediterranean architecture and ample entertaining space, the recently transformed Palacio provides an ideal setting for the perfect big day.

No detail has been overlooked when planning this exciting wedding giveaway from Pointe Hilton Squaw Peak and *Phoenix Bride & Groom* magazine. One lucky couple will enjoy a complimentary wedding ceremony and reception prize which includes: the Emerald wedding package from Pointe Hilton Squaw Peak with a reception at Palacio, plated dinner for up to 100 guests, and one hour of hosted bar service. The winning couple will also receive 75 wedding invitations provided by The Event Essentials, entertainment by Ray the DJ, flowers and decor by Simply Elegant Event & Wedding Design, a wedding cake from Honey Moon Sweets video and photography packages from Princess Bride and Sierra Blanco photography, groom tuxedo rental from Mr. Formal and much more.

The first and second runners' up also will have the opportunity to win excellent wedding prizes. First runner-up will receive a sit-down, three-course plated rehearsal dinner for up to 40 people in the private Arizona Room at Rico's America Grill or in Rico's Back Yard Patio, including house décor, sandalwood linens, rocked bottom candle centerpieces and a champagne toast.

Second runner-up will win a one night stay in a Grand Suite at Pointe Hilton Squaw Peak and dinner for two at Rico's American Grill with a bottle of champagne.

To enter, couples are asked to visit www.pointehiltonsquawpeak.com/weddings and submit a three-minute video sharing their story and explaining why they deserve to win an unforgettable wedding at Palacio. Submissions are accepted now through March 5, 2012. Pointe Hilton Squaw Peak weddings and events team will select the top five finalists based on the creativity of the short video, romance and deservingness. On March 19, the five videos will be posted on the resort's Facebook page where fans will have the chance to "like" their favorite. The video with the most "likes" at the end of the contest period, noon on March 23, will be crowned the winner.

For complete contest rules, prize breakdown and additional information on how to enter, visit www.pointehiltonsquawpeak.com/weddings.

**Winners will be responsible for all taxes*

The wedding must be hosted at Palacio at Pointe Hilton Squaw Peak Resort between June 1 and September 30, 2012, excluding Fourth of July and Labor Day weekends

Only Arizona residents currently engaged who will be legally married June 1 through September 30, 2012 are eligible

By submitting a video couples acknowledge that they have read and agree with all of the contest rules

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About Pointe Hilton Squaw Peak Resort

Pointe Hilton Squaw Peak Resort is a Spanish-Mediterranean-designed, all-suite mountainside resort located in the slopes of the Phoenix North Mountains. Because Phoenix has the advantage of over 300 days of sunshine per year, guests are able to enjoy the Pointe Hilton Squaw Peaks Resort's acres of refreshing pools, known as the River Ranch, year round. The resort is rich with Phoenix history and known for its dramatic mountainside setting, dedicated staff and community involvement. With a family friendly atmosphere, acres of swimming pools, extensive conference space and a variety of restaurants, Pointe Hilton Resorts offer the perfect location for business or rest and relaxation. For additional information on Pointe Hilton Squaw Peak Resort, please visit www.pointehiltonsquawpeak.com or call 1-800-947-9784.

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 78 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.

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 88 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 Phoenix Bride & Groom Magazine

Phoenix Bride & Groom is a regional magazine of quality and distinction. Each issue features in-depth information that guides couples and their families through the entire wedding planning process. Published bi-annually (December and June), each four-color issue includes captivating, locally produced photo layouts as well as the latest in wedding fashion and features on area weddings—all professionally written and presented with a regional focus. For additional information, visit www.phoenixbrideandgroom.com, read the blog at www.phoenixbrideandgroom.com/blog or find the magazine on Facebook at www.facebook.com/PhoenixBrideandGroomMagazine or Twitter at <http://twitter.com/PhxBrideGroom>.