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Hilton Branson Convention Center Hotel Débuts In Branson along side the New Branson Convention Center

America's First Name in Hospitality opens Branson's Second Hilton Hotel

BRANSON, MO (September 7, 2007) — Branson's newest hotel, and its tallest, is officially open for business. The 294-room, 12-story **Hilton Branson Convention Center Hotel** opened today, along with the adjacent Branson Convention Center. Designed to enhance the productivity of business travelers while also providing an ideal jumping-off point for discovering the city's leisure and entertainment highlights, the Hilton Branson Convention Center Hotel is Hilton's second hotel in Branson. The nearby **Hilton Promenade at Branson Landing**, a 242-room boutique hotel, located on Branson Landing, opened in February. In addition to operating both hotels, Hilton will manage and market the Branson Convention Center for the City of Branson, the center's owner.

"The **Hilton Branson Convention Center Hotel** introduces a new level of elegance to Branson," said Jeff Diskin, Senior Vice President, Hilton Brand Management. "Each and every guest will experience the amenities of a metropolitan hotel in the heart of small town America."

Each of the hotel's guestrooms is furnished with The Hilton Serenity Collection[®] of upscale in-room amenities, which includes the Hilton Serenity Bed with Serta Suite Dreams mattress, Touch of Down pillows, Pacific Coast[®] down duvet, a bolster pillow and an attractive throw blanket designed to add an extra touch of comfort and color to each room.

Each bed will be triple-sheeted with European-style, 250-thread count linens. The Hilton Serenity Collection also includes in-room coffee system, featuring world-renowned Lavazza® coffee from Italy and a Cuisinart® dual-cup, single-brew coffeemaker; and exclusive Crabtree & Evelyn La Source® bath products. Each suite also has a flat-screen television and the innovative Hilton Family easy-to-set alarm clock.

Guests will also enjoy the convenience of indoor and outdoor swimming pools. The beautiful outdoor pool invites guests to take advantage of a spacious deck with plenty of lounge chairs and tables. The indoor pool is conveniently connected to a full-service fitness center.

“The **Hilton Branson Convention Center Hotel** is the perfect extension of the Branson Convention Center, “ said Mark Hartman, General Manager, Hiltons of Branson. “Everything about this hotel is designed to reinvigorate and reenergize our meeting and convention guests.”

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The **Hilton Branson Convention Center Hotel** was designed by Duncan & Miller Design, an award-winning interior design and architecture firm that sought to incorporate the rugged beauty of the surrounding Branson landscape into the hotel’s public and private spaces. The result is a sophisticated “urban-meets-nature” aesthetic that’s reflected in the hotel’s lobby, a warm and inviting space featuring a three-sided stone fireplace, natural wood accents, and a stunning grand staircase that elevates guests to the hotel’s second floor in style. That staircase is destined to become a popular backdrop for group photographs, with several weddings and Christmas parties already booked.

For their dining pleasure, guests will enjoy the **Trofi** restaurant, located on the second floor of the hotel. With a menu offering Continental selections with a Mediterranean flair, **Trofi** is the perfect place to catch an early breakfast, lunch and dinner seven days a week. The ambience creates a sense of casual simplicity yet modern sophistication. The **Trofi** Lounge is the perfect place to meet a friend before dinner, or enjoy a nightcap before retiring, in a contemporary relaxing atmosphere.

Guests looking to stay fit and relax will enjoy a fitness center featuring state of the art Precor equipment, an indoor pool and whirlpool. The Hilton Eat Right® menu will appeal to health-conscious travelers with nutritionally balanced dining options.

As always, Hilton guests will be cared for by a friendly, welcoming staff committed to making each guest’s stay as comfortable and enjoyable as possible.

The owner and developer of the Hilton Branson Convention Center Hotel is HCW Development Company, LLC of Branson. The company, which is known for preserving and accentuating the natural beauty of the areas it develops, is also the developer behind Branson Landing and numerous other Branson area projects, including the Thousand Hills Golf Resort, Cedar Ridge at the Woods Resort and the Branson Yacht Club.

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