

**Hilton Hotels of Australia Partners with McLaren Media  
To lead the Market in Hotel Advertising**

*McLaren Media delivers an exciting new range of compelling marketing  
Opportunities to advertisers and Hotels in Australia*

Sydney <sup>29th</sup> May, 2008. Leading the market in Hotel Advertising, Hilton Hotels of Australia has engaged media specialists McLaren Media (a division of McLaren International Pty Ltd) to promote all available Hilton communication platforms to the advertising industry. This new relationship has been formed to grow the strong network of corporate relationships in various markets and enhance the guests' experience.

Matthew White, Director of McLaren International has over 15 years experience working in and with the worlds leading hotel chains offering 'Best-of-Breed' solutions to drive efficiencies and maximise revenues said "*We are very excited that the prestigious Hilton Hotels of Australia has selected McLaren Media as their marketing partner to manage the on-premise advertising platforms across their portfolio of properties in Australia. We look forward to working with the Hilton network of properties in Australia to deliver dynamic and innovative advertising campaigns and concepts over the coming months*".

Grant McNicol, Director of Sales & Marketing for McLaren Media has over 10 years experience in advertising sales across diverse media, including executive engagements with Channel 7, Channel 9, News LTD and sports marketing company Moore Sports. "*McLaren Media is committed to creating unique platforms for advertisers to connect with consumers, delivering premium inventory within a diverse range of media. We aim to build mutually beneficial communication strategies and partnerships for advertisers and the Hilton group.*"

Deborah Gold, Regional Director of Marketing Australasia, Hilton International added, Hilton Hotels of Australia are delighted to have partnered with McLaren Media. "*McLaren International has an outstanding reputation in the industry and we are confident that their media companies extensive relationships, coupled with the Hilton's internationally recognised brand will prove a successful collaboration for our respective companies and advertisers alike.*"

**About Hilton Media**

Hilton Hotels of Australia boasts over 2 million visitors to their Hotels in Australia each year including 800,000+ guests, 1.2m conference attendees, and many other Function, Restaurant and Bar patrons. The Deluxe hotels located across Australia's Major capital cities (Sydney, Melbourne x 2, Brisbane, Cairns, Adelaide and Perth) offer advertisers access to the National and International, Business and Leisure traveller. Key categories including Airlines, Automotive, Alcohol, Banking & Finance, Credit Cards, Business Equipment, Insurance, Telecommunications, IT&T, Consumer Electronics, Government, Health and Beauty Care, Fashion & Accessories, Perfumery, Oral Care, and Online Services can implement any number of unique media platforms to engage with any or all of these clients.

**Hilton Media Space**

McLaren Media has identified a suite of communication platforms offering advertisers mass exposure or niche targeted options throughout various sections of the hotels:

- Digital Display Advertising in High traffic areas
- Lobby Floor Displays to actively engage with all Hilton guests
- Lobby Display Cases promoting luxury brands
- Guest Check-in gifts targeting State, National or International guests
- Room Key Swipe Cards
- Executive Lounge sponsorship
- Business Centre sponsorship
- Conference Foyer Displays and Digital Screen advertising
- In-Room product placement, welcome TV screen advertising and Telecommunication sponsorships
- Joint promotional concepts open to discussion

## About McLaren International Pty and McLaren Media



McLaren International Pty Ltd, founded in 2004 and headquartered out of Sydney, Australia, delivers a range of “best of breed” technology solutions and services to the hospitality industry. McLaren International’s customers span the worlds leading hotel companies including Hilton International, Accor Asia Pacific, Starwood Hotels and Resorts, the InterContinental Hotel Group, Hyatt Hotels and Resorts, Marriott International Langham Hotels and Mirvac Hotels and Resorts.

The team of account managers and technology professionals at McLaren International possess extensive experience in the hospitality and IT&T industries and have selected a range of exceptional applications to supply and support the Asia Pacific hospitality industry.

McLaren Media is a division of McLaren International and is Asia Pacific’s leading Hotel on premise marketing organisation delivering significant advertising revenue to hotels and enhanced corporate relationships leading to increased core business.

See [www.mclarenint.com](http://www.mclarenint.com) for further information.

### Media Contacts

McLaren Media  
**Grant McNicol**

**Phone: +61 2 9231 5320**  
**Fax: +61 2 8915 1358**  
**E-Mail;**  
[grant.mcnicol@mclarenint.com](mailto:grant.mcnicol@mclarenint.com)

Hilton Hotels of Australia  
**Charlotte Seymour**  
**Regional Public Relations Manager –**  
**Australasia**  
**Ph: + 61 447 710 099**  
**Email: [charlotte.seymour@hilton.com](mailto:charlotte.seymour@hilton.com)**