



FINAL RELEASE

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HAMPTON INN DESTIN ANNOUNCES CLOUD NINE BEDDING

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The Hampton Inn Destin located at 1625 Highway 98 East in Destin, Florida on the beach-side of US-98 proudly announces that it has completed its transition to the Cloud Nine bedding experience by Hampton in each of its 104 guest rooms.

The new bed represents the next phase of the Make It Hampton® initiative, which since January 2004 has introduced new products and services ranging from a new complimentary On the House™ hot breakfast and On the Run™ breakfast bags, Purity Basics® bath products and a curved shower rod, complimentary high-speed Internet access and the industry's easiest-to-set alarm clock/radio.

The new Cloud Nine bed does away with the old-fashioned bedspread, featuring instead a crisp, white duvet cover, enveloping a lofty white comforter. The white sheets are 200-thread count with a fitted bottom sheet. The bed features three or four pillows (depending on room type) providing consumers a choice in firmness (some filled with soft down, some with firmer foam), a lumbar pillow in a soothing color that provides guests back support if they choose to read, watch television or enjoy the Hampton lap desk and work wirelessly while resting in bed.

General Manager, Joanna Hackett, remarked, “The feedback that we’ve gotten from the guests has been overwhelmingly positive. It was one of the best investments the hotel has made as part of the Make It Hampton® initiative.”

About the Hampton Inn Destin

The Hampton Inn Destin is located just across a residential-like street from the renowned white sandy beaches of Destin, Florida. The hotel offers 104 guest rooms that all feature complimentary high-speed Internet access along with all the amenities that guests have come to expect from Hampton.

The hotel also features Hampton's On the House™ hot breakfast buffet daily just off the main lobby with rotating menu items. An outdoor pool center is available for the use of all guests. The Hampton Inn Destin participates in many Hilton sponsored promotions, including the industry renowned Hilton HHonors® program where guests earn valuable travel points and miles.

To learn more about the Hampton Inn Destin, or to book a room with the Best Rate Guarantee, visit them on the Internet at www.hamptoninndestin.com.