



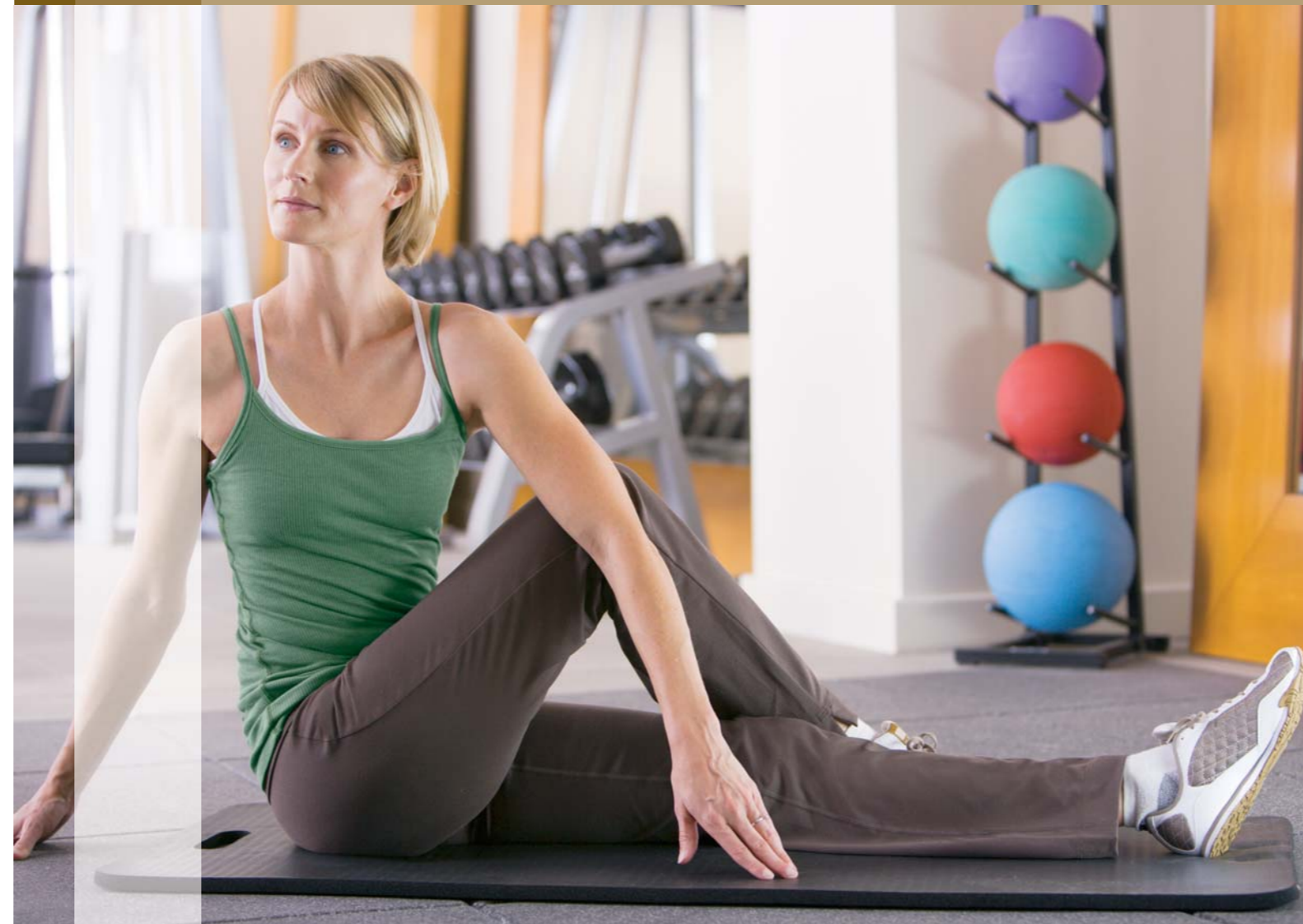
Shaping up for a competitive edge with Fitness by Precor

Welcome to your first steps in meeting the new Hilton brand standards for fitness. Hilton is aiming to meet these brand standards as early as 2010. By starting now you can begin to reap the benefits and increase your competitive edge.

Today, high-quality hotel fitness centres are fundamental to guests' expectations. Due to the current world-wide attitudes toward health and fitness, it is not surprising that a fitness suite is ranked in the top five most important hotel features for business travellers. According to recent feedback from the guests at the Hilton Family hotels, the addition of a high quality fitness suite has increased SALT scores by 50%.

Precor is a world-leading innovator of easy to use equipment and entertainment solutions. With over 20 years proven experience, Precor has delivered exceptional solutions to leading clubs and hotels around the globe. Respected throughout the industry, Precor is dedicated to its partnership with Hilton and will deliver top of the range fitness equipment and a comprehensive service and support so that you can deliver a superior guest experience. As part of the Amer Sports group, the biggest sports equipment supplier in the world, Precor sits alongside its sister brands of Wilson, Atomic, Salomon, and Suunto.

With a single point of contact and a straightforward process, your implementation of Fitness by Precor can be immediate, efficient and effective.



For further information contact:

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Intranet: www.hiway.com/FitnessByPrecor



Shaping up for a competitive edge with Fitness by Precor



A global turnkey solution



The Fitness by Precor concept is a unique partnership between Hilton and Precor that delivers a fully branded, complete solution which is tailored to the needs of your business.

Precor provides cutting-edge fitness equipment

With an emphasis on cardio, strength and core balance, Precor's leading equipment exceeds guests' expectations and provides something for everyone. The easy to use functions include QuickStart™ and simple user guides and workout programme cards, enabling your guests to get the maximum enjoyment out of their sessions.

Maximise cardiovascular

At the forefront of innovation and design, every Precor cardio machine is constructed to the highest specification. Precor has revolutionised aerobic exercise with elliptical motion and is the world's number one for elliptical crosstrainers.



Simplify strength

Precor's range of strength products provides a comprehensive choice for a wide range of users, including the Functional Training System. Precor brings together exceptional biomechanics, precision engineering and streamlined design to facilitate guests' training on their terms.

Champion core and balance

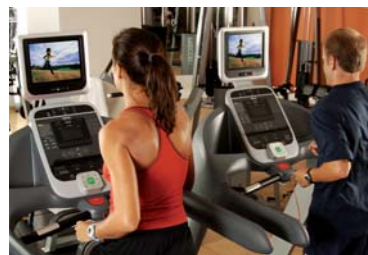
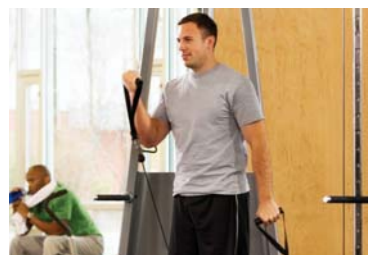
The space and equipment to focus on core strength and balance is important for every guest's workout. Precor's range includes the Ab-X and StretchTrainer™, engineered for efficiency, and allowing users to prepare for a more vigorous workout.



Enjoy entertainment

Every cardiovascular machine in your Fitness by Precor centre will have integrated personal viewing screens from Cardio Theater®, the world's number one in fitness entertainment solutions.

Engaging and entertaining with high-quality audio and video output, Cardio Theater® will enhance your guests' fitness experience and encourage them to come back for more.



A global design solution



Contemporary interior design

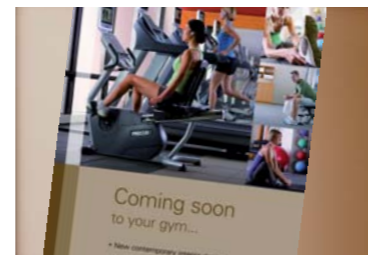
Every detail of the fitness centre's design is addressed to give a welcoming and positive atmosphere: from equipment specification, colour schemes and flooring options through to mirrors and accessories. These well-researched and thought-through solutions allow you to focus on your business while we take care of developing the Fitness by Precor concept. Each area of the design is focused to provide a high-quality facility whilst maximising the space to give you real value for your investment.



Comprehensive service

Advice and support are given at every stage of implementation through to the all important opening and on-going marketing of your Fitness by Precor centre. From the arrival of each machine, you will receive a dedicated support service that is fast, reliable and proven. Precor's direct office and distributor network allow for a comprehensive service solution for the maintenance of your equipment.

A global marketing solution



Partnership with Precor goes beyond the four walls of your new fitness centre; vital marketing support is provided to help you maximise the centre's full potential and encourage more guests through your doors.

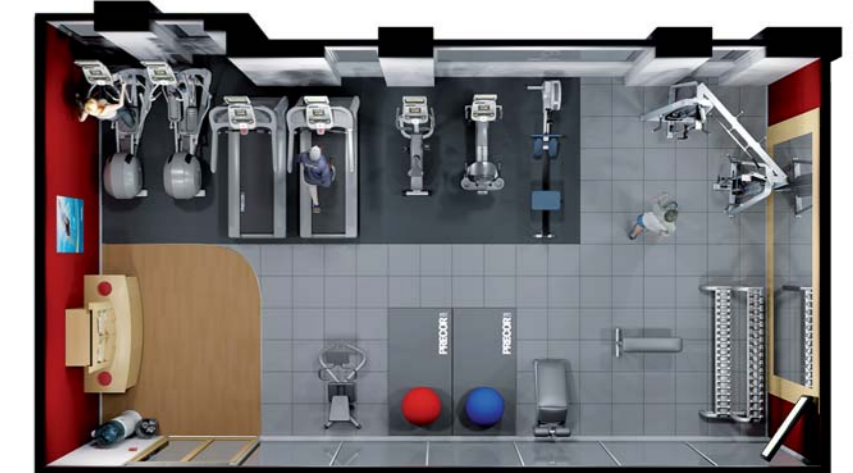
Support includes pre-arrival and website information, guest directory advertising, hotel signage and point of sale materials. Exercise programme cards are also available which provide all important instruction and guidance, ensuring your guests feel confident, content and able to make the most of the facilities you have on offer. Fitness by Precor's marketing support will be a valuable asset in your drive to enhance the Hilton guest experience.



Your investment for the future



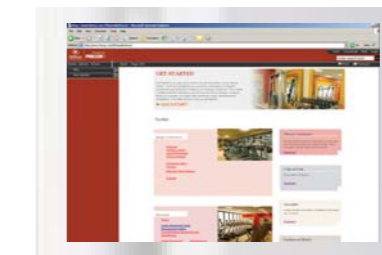
Implementation of your Fitness by Precor plan is supported by a preferred pricing programme which has been developed with Precor. Take a look at the example:



Based on the example, the cost is \$1,000 per square metre for this project. This cost includes equipment, flooring design and casegoods, (as reflected on the Fitness Calculator).

NB: This price does not include any allowances for construction, HVAC, CCTV, additional electrical, cabling or mechanical modifications or labour for installation or shipping charges that may be necessary based on the current physical space.

Make it happen



The brand standards of Fitness by Precor are to be implemented across the whole group by 2010.

In this way, every guest can enjoy the high-quality fitness experience that they have come to expect when staying at a Hilton Hotel.

Here are the simple steps to getting started

- Contact Precor by emailing hiltonfitness@precor.co.uk
- Follow the Critical Path Project Guide which is available on the intranet site
- Complete a budget calculator (www.hiway.com/FitnessByPrecor)
- Precor will call to arrange an appointment to complete a site survey
- Precor will produce a design layout for your new Fitness by Precor centre, together with proposal based on the preferred, and fixed pricing. Precor will also provide a valuation on your old equipment
- A Precor representative will oversee the delivery, installation and service of your new Fitness by Precor Centre