

# Lost Something?



ENTER BY FEBRUARY 28, 2010

## You could gain back up to 2 million Priority Club points!

If you're a Hilton HHonors® member, you may have noticed that your account is feeling about 20% lighter. On January 15, Hilton® increased the cost of most of their hotel rewards, effectively devaluing HHonors points "by about 20%." (USAToday.com\*).

At Priority Club® Rewards, we value your business and your loyalty. And we'd like to make up for what you're losing with Hilton.

Just tell us how many HHonors points you've "lost" and:

- ▶ We'll automatically "give you back" 1,000 Priority Club points†
- ▶ If you're one of the top 20,000 "Lucky Losers," you will gain back up to 20% of your current HHonors balance in Priority Club points‡
- ▶ If you're "The Luckiest Loser," you'll win 2 million Priority Club points§



Gain back your points today at:  
[priorityclub.com/luckyloser](http://priorityclub.com/luckyloser)



\* Barbara De Lollis, Nov 19, 2009. USA Today.com. For full Terms and Conditions, visit [www.priorityclub.com/luckyloser](http://www.priorityclub.com/luckyloser). You can participate in the Luckiest Loser Competition if you are a member of both the Priority Club® Rewards ("PCR") and Hilton HHonors® ("HHonors") programs as of January 31, 2010. All competition entries must be submitted by February 28, 2010 to [www.priorityclub.com/luckyloser](http://www.priorityclub.com/luckyloser). † All participants who successfully complete a competition entry will receive 1,000 Priority Club Points ("PC Points"). Only one entry allowed per PCR member. ‡ PCR will award additional prizes of PC Points to the top 20,000 competition entrants (based on their verified HHonors balances) equivalent to either, A) 20% of their Hilton HHonors balance (at the time of entry), or B) 20,000 Points, whichever is smaller. § PCR will award two million PC Points to "The Luckiest Loser" – the entrant with the highest verified HHonors balance (based on verification provided along with entry). Please allow 1 month following the end of the contest period for deposit of PC Points. PCR reserves the right to require additional verification from the winners prior to rewarding the prizes. For PCR Membership Terms and Conditions visit [www.priorityclub.com](http://www.priorityclub.com). Promotion may end without notice. HHonors is a registered trademark of Hilton HHonors Worldwide, LLC. Hilton is a registered trademark of HLT DOMESTIC IP LLC. ©2010 InterContinental Hotels Group. All rights reserved. Priority Club is a registered trademark of Six Continents Hotels, Inc.