

## EARN HILTON HHONORS® POINTS BY CHECKING IN WITH TOPGUEST AT THE NEW DOUBLETREE BY HILTON IN PITTSBURGH

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Press release from: [DoubleTree Pittsburgh Green Tree](#)

Agency: **The Mayfield Group**

Pittsburgh, PA – January 27, 2012 – DoubleTree by Hilton Pittsburgh-Green Tree, the newest and largest Pittsburgh-area Hilton Worldwide hotel is now offering Hilton HHonor Points for guests using Topguest, a check-in loyalty service utilizing geolocation technology. The Topguest Program is very user-friendly and makes earning points fun and easy. While traveling, users check in with their existing services, such as Foursquare, Twitter, Facebook Places and Gowalla—in order to earn the benefits such as Hilton HHonors points.

Hilton's new social loyalty program, powered by Topguest, will soon be available at [www.topguest.com](http://www.topguest.com). Members will receive 2,500 points simply for connecting their Facebook account, and will have the opportunity to earn even more points for further engagement with the brand. As a part of this effort, guests will receive travel reward points for “liking” a Topguest partner on Facebook, and sharing content related to the partner with their social networking friends, like tweets, Facebook posts, Foursquare check-ins, etc. For the Topguest partner, the service lets them personalize and narrowly target their offers to each person individually, instead of blasting out millions of emails to all their members at once.

DoubleTree by Hilton Pittsburgh-Green Tree a member of the Hilton HHonors points program where guests earn Points & Miles for stays is one of 3,600 hotels in 82 countries around the world. Members and guests can choose from ten distinct brands to suit every style, occasion and budget, including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn & Suites, Homewood Suites by Hilton, Home2Suites by Hilton and Hilton Grand Vacations. In addition to redeeming HHonors points for complimentary nights, members can redeem points for merchandise, vacation packages, unique experience rewards and so much more.

DoubleTree by Hilton Pittsburgh-Green Tree is located between Pittsburgh International Airport and only minutes from downtown Pittsburgh, a central location with the easy accessibility to both, as well as downtown Pittsburgh attractions like sports stadiums, the Andy Warhol Museum and David L. Lawrence Convention Center. DoubleTree by Hilton Pittsburgh-Green Tree provides free scheduled transportation to many downtown attractions, shuttles to and from the airport, and complimentary parking, enabling guests to skip the hassle of traffic and expensive downtown parking costs.

DoubleTree by Hilton Pittsburgh-Green Tree guests will benefit from the characteristic qualities found at the brand's more than 265 DoubleTree by Hilton locations around the world, including the warm welcome of the brand's legendary chocolate chip cookie presented to every guest at check-in; an array of upscale amenities and guest services; the rewards of the Hilton HHonors® guest loyalty program; and a unique and caring team member commitment to the local community.

For information or room reservations, visit [www.pittsburghgreentree.doubletree.com](http://www.pittsburghgreentree.doubletree.com) or call toll free at (888) 370-0998. Visit [www.facebook.com/pages/DoubleTreePittGreenTree](http://www.facebook.com/pages/DoubleTreePittGreenTree) or @DoubleTree\_Pitt for special offers.

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### ABOUT DOUBLETREE BY HILTON

With a growing collection of contemporary, upscale accommodations in more than 240 gateway cities, metropolitan areas and vacation destinations worldwide, DoubleTree by Hilton hotels are distinctively designed properties that provide true comfort to today's business and leisure travellers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors® guest reward programme, each DoubleTree by Hilton guest receives a satisfying stay wherever their travels take them. To find out information about any DoubleTree by Hilton hotels, travellers may visit our website at [www.DoubleTree.com](http://www.DoubleTree.com) or contact their

preferred travel professional.

DoubleTree by Hilton Pittsburgh-Green Tree, the newest and largest Pittsburgh-area Hilton Worldwide property is undergoing an extensive \$17 million transformation of its 465 rooms to be complete by the end of 2012. The culinary offering will include Seasons The Restaurant, Champions Club and Bistro Marketplace with more than 40,000 sq. ft. of event and meeting space, making DoubleTree by Hilton Pittsburgh-Green Tree the freshest option for group business and events as well as business and leisure travelers.

Allison Hess  
The Mayfield Group  
1401 Oven Park Drive, Suite 101  
Tallahassee, FL 32308  
850-421-9007

[You can find this press release here](#)