



ROBERT M. LA FORGIA

**Senior Vice President and Chief Financial Officer
Hilton Hotels Corporation**

Robert M. La Forgia was named senior vice president and chief financial officer for Hilton Hotels Corporation in May 2004. He oversees all of the financial activities of the company including accounting, internal and external reporting, treasury, project finance, risk management, tax compliance and strategy and asset management. La Forgia is a member of the company's executive committee and reports to Stephen F. Bollenbach, co-chairman and chief executive officer.

Previously, La Forgia served as senior vice president and controller, a position he held since 1996. In this position, La Forgia played a key role in a number of capital market transactions including the 1999 acquisition of Promus Hotel Corporation, the 1998 simultaneous spin off of Caesars Entertainment Corporation (formally Park Place Entertainment Corporation) and merger of Grand Casinos, Inc, the 1996 acquisition of Bally Entertainment Corporation, as well as over \$3.8 billion in public debt financings.

La Forgia joined Hilton in 1981 and served in a number of field level positions in the finance area before joining the corporate finance team at the company's headquarters in Beverly Hills as director of corporate accounting. In 1989, La Forgia was appointed assistant corporate controller, and in 1994, he was appointed vice president and corporate controller.

He is a member of the Conference Board, the Financial Executives Institute and the National Association of Corporate Directors.

La Forgia earned his masters of business administration from the Anderson School at UCLA and a bachelors of science degree in accounting from Providence College, where he graduated summa cum laude.

