

Press Release

Asia Pacific continues as a development growth driver for Accor

Accor confirms that around 40 hotels will open throughout the region during 2010 adding 8,500 rooms to the Asia Pacific network

- Expansion drivers continue to be China and India and other organic growth throughout Asia
- Two new Pullman hotel developments announced for China
- Six Pullman hotels to open in 2010 – Bali, New Delhi, Vun Tao, Lijiang, Sanya and Zhangjiajie
- Mercure Beijing Downtown to open this month
- Ibis Hong Kong scheduled to open in quarter one 2012
- Accor engages with Hong Kong based Chi Heng Foundation in innovative HIV/Aids program in China

Hong Kong, April 13, 2010 – Accor confirmed today that between 40 and 45 hotels will open throughout Asia Pacific during 2010. This will add around 8,500 new rooms to the current network of almost 400 hotels and 79,000 rooms in Asia Pacific.

Michael Issenberg – Chairman and Chief Operating Officer for Accor Asia Pacific said on the growth “Within the scope of this expansion there are several notable milestones including a major push in development in India, formative growth of the Pullman hotel brand with new management contracts, continued expansion of the ibis hotel brand in several major markets throughout the region and an unprecedented number of openings due in the coming twenty months.”

Pullman Hotel Development

Two new Pullman hotels have been committed to development in China. These two new projects take the number of Pullman development to 21 hotels committed in Asia Pacific. There are currently 15 Pullman hotels in operation throughout the region.

Pullman Zhangjiajie – to open in the second quarter of 2010, this 482 room hotel is situated in the newly developed international tourist city of Zhangjiajie, famous for its pristine natural scenery and world heritage areas. The hotel will have three restaurants, a bar, indoor and outdoor swimming pools, fitness centre and conference space comprising of a 600 square metre ballroom and six additional meeting rooms.

Pullman Dongguan Dalang – this 280 room hotel is located in the heart of Dongguan. With three restaurants and two bars, swimming pool and fitness centre as well as extensive banqueting facilities of eight rooms. The hotel is scheduled to open in 2012.

Issenberg added “The Pullman hotel brand continues to benefit from hotel owners seeking quality five star international hotel brands, backed by strong distribution and in country infrastructure to support the network. This year will see strategic additions to the Pullman network with hotels opening in Bali, New Delhi (Gurgaon), Lijiang, Sanya and Zhiangjiajie and Vung Tao.”

Mercure Beijing Downtown

The Mercure Beijing Downtown will officially open on April 20, 2010. This 373 guest room hotel is ideally located within the heart of Beijing and within easy reach of surrounding business parks and tourist destinations such as Tiananmen Square, Temple of Heaven and National Centre for Performing Arts.

Robert Murray, Senior Vice President Accor Greater China says "We are proud and excited to launch this strategically located Mercure hotel in the heart of the Beijing central business district. The Mercure Beijing Downtown will benefit from the precincts rapidly maturing commercial environment and access to rich cultural history within the immediate vicinity of the hotel."

The newly built hotel is uniquely designed with a garden like ambiance providing comfortable respite to business and leisure travellers within its 373 guest rooms. Modern and individual, this international 4 star hotel epitomises the Mercure Brand Values, blending the best of the cities culture, with attentive services and contemporary facilities.

Ibis hotels continued expansion throughout Asia

The previously announced ibis Hotel Hong Kong Sheung Wan has now commenced construction (??) and is confirmed to open in quarter one 2012. Once open, this flagship hotel with 550 guest rooms will be the largest ibis hotel outside of France, where the origins of the brand herald. The hotel is conveniently located on Bonham Strand West and Des Vouex Road West in Sheung Wan Hong Kong.

The ibis hotel brand continues to form a significant part of Accors' expansion in Asia Pacific and around the world. Today the brand is present in almost every capital city throughout Asia Pacific and is renowned for its value and quality proposition. The ibis brand recently celebrated the opening of it's 100,000th hotel room world wide. Today there are 861 ibis hotels globally. Today accor operates 77 ibis hotels throughout Asia Pacific with a further 50 committed to development.

Sofitel Hotels expand in Asia

Sofitel recently announced the development of two new hotels in Haiku and Lianyungang. **Sofitel Haiku** when it opens in 2014 will have 398 luxury guest rooms and suites. The hotel is located at the heart of the business district also known as the financial centre of Hainan in the upmarket Seaside Avenue. **Sofitel Lianyungang Suning Galaxy** will be located in the north of Jiangsu Province. The hotel is scheduled to open in 2013 and will consist of 280 guest rooms and suites along with five restaurants and bars and extensive banquet and event facilities.

During 2010, five Sofitel hotels will open throughout Asia Pacific. These hotels are **Sofitel Mumbai Bandara Kurla** in India – the first for the brand in India, **Sofitel Phnom Penh Phokeethra** in Cambodia and in China **Sofitel Dongguan Huamen Oriental**, **Sofitel Guangzhou Sunrich** and **Sofitel Qing Dao**. By the end of 2010, there will be 42 Sofitel hotels and resorts operating throughout the region.

Empowerment builds the future

Accor and Chi Heng Foundation (CHF) team up in an innovative sustainable program, to help HIV/Aids affected communities in mainland China. This three year initiative titled "Empowerment Builds the Future" will see Accor working with Chi Heng in establishing a workshop in an affected community within the Henan Province of China. This workshop will recruit local HIV/Aids affected woman to manufacture eco bags which will be sold throughout all Accor hotels in Greater China.

Accor recruited the support of Tony Li, one of China's most well known stylists to create a design for the bags which will soon commence manufacturing. Proceeds from the sale of the bags will be used to provide educational opportunities and scholarships by the families and will be administered by the CHF in accordance with their charter.

The Chi Heng Foundation, which means 'wisdom in action', was founded in 1998 and is active in Hong Kong, Beijing, Shanghai, Guangzhou, Anhui and Henan. By working with private donors, businesses, and partner NGOs, CHF offers help to any child with at least one parent who is living with or has died of HIV/Aids since 2002. CHF thus provides care not only to AIDS orphans, but also AIDS-affected children. By helping with their education and integrating them into society, CHF efforts aim to give AIDS-affected children a stronger sense of community and belonging. CHF also promises a long-term commitment to helping the children not only in completing their education but also to receive dependable and comprehensive support.

*** Ends***

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- Hotels, with the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1** and **Motel 6** brands, representing 4,100 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Accor Thalassa** sea & spa, **Lenôtre, CWL**.
- Services, with 33 million people in 40 countries benefiting from **Accor Services** products in employee and constituent benefits, rewards and incentives, and expense management.

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