



Press release
June 23, 2010

The Pullman brand is set to arrive in Saigon

Que Huong Liberty to develop the first Pullman in Ho Chi Minh City

Pullman Saigon Centre will be a 300-room newly built upscale hotel, with contemporary architecture and chic interiors. Located right in the city centre in District One on Tran Hung Dao, Pullman Saigon Centre will be oriented towards welcoming business and leisure travelers from around the world and will help fill the continuing demand for upscale accommodation in the city.

“Accor is very excited to introduce our contemporary business brand to Ho Chi Minh City. The addition of the Pullman brand in Ho Chi Minh City compliments the existing Accor hotels under development in the city and throughout the country, where Accor is Vietnam’s leading hotel operator with 14 hotels.” says Patrick Basset, Vice President of Operations for Vietnam, the Philippines, South Korea and Japan.

Accor recently announced that it would double the number of rooms under management throughout Vietnam with 12 additional hotels committed to development.

When completed in 2013, Pullman Saigon Centre will comprise of 1,500 sqm of ballroom and meeting facilities, two restaurants, a bar, as well as an outdoor swimming pool and fitness centre.

THE PULLMAN BRAND

Pullman is the ideal hotel brand for travelers seeking services and facilities that satisfy today’s modern travelers. With first class meeting and conference facilities specifically designed to serve the MICE market (meeting, incentive, conference and exhibition), Pullman hotels around the world are fast becoming a favorite choice among corporate and event organizers.

All Pullman hotels provide full wireless and broadband communications, executive floors and lounges, chill-out zones and state-of-the-art meeting and function facilities as well as signature services such as Pullman Welcomers, IT Concierge and Pullman Event Managers.

Pullman Saigon Centre will be the second Pullman hotel to open in Vietnam following Pullman Vung Tau which will officially open mid 2011.

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Note to Editors:

Accor previously announced that this hotel will be developed as Novotel Saigon Centre, however, with its capacity and first class meeting facilities, this property is now being upgraded and developed to Pullman specifications.

Pullman is Accor's upscale hotel brand designed with the requirements of business women and men in mind.

Located in the main regional and international cities, Pullman hotels provide **an extensive range of tailored services, access to groundbreaking technologies, and "Co-Meeting", a new approach to organizing meetings, seminars and high-end incentives.** At Pullman hotels, business travelers can choose between being independent or choosing help from our staff available round the clock.

By the end of 2010, the Pullman network will include 60 hotels across Europe, **Africa, Middle East, Asia-Pacific and Latin America.** In time, we anticipate a network of over 300 establishments around the world.

Further information concerning Pullman hotels is available on the website www.pullmanhotels.com.

About Accor

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, **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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