



Press release
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Pullman flexes its muscles with continued expansion in Asia Pacific

The Pullman brand is one of the Asia Pacific's fastest growing 5 star hotel brands with 18 hotels in operation and commitments for a network of around 50 hotels by 2014

Pullman hotels and resorts announced today that the Hyatt Regency Hotel Auckland has recently become Pullman Auckland. The re badging of this hotel to Pullman marks the entry of the one of the regions fastest growing brands to the New Zealand market and will be one of four new countries that the brand will enter in Asia Pacific this year. Beyond New Zealand, the Pullman brand will debut in Vietnam, Indonesia and India in 2011.

The Pullman Asia Pacific network today

The Pullman Hotels and Resorts brand was launched in Asia in January 2008, and has since grown its network of 18 operating hotels. Additionally nine Pullman hotels are committed to open in 2011, which will take the Asia Pacific operating network to around 30 hotels by year end.

Michael Issenberg, Chairman and Chief Operating Officer for Accor Asia Pacific says that "Expansion of the Pullman brand continues apace with significant growth in major markets and led by growth in China where we have nine hotels operating today and a further 16 committed. The brand's expansion has found traction around the world but nowhere more so than here in Asia Pacific where the response from hotel owners and developers has been very positive."

2011 Pullman openings include

Earlier this month, **Pullman Ocean Bay Sanya Resort and Spa** opened and marked Accor's 100th hotel in China. This 413 room hotel is adjacent Sanya Bay and provides guests access to a private beach and surrounding tropical rainforest. All Asian inspired rooms and suites have ocean views.

Opening in April 2011 and also in China is **Pullman Lijiang Resort and Spa**. Located next to ShuHe Ancient Town and only ten minutes from the Unesco World Heritage Site DaYan Ancient Town, the hotel experience connects the old with the new with the design a fusion of contemporary architecture and traditional NaXi inspired designs and motifs throughout the public spaces and 129 guest rooms.

Vietnam's first Pullman hotel is to be **Pullman Danang Beach**. Located on the white sandy beach, the hotel will feature 207 guest rooms, extensive dining options and event facilities. With the leisure and incentive guest in mind, the hotel will also have 3 swimming pools.

Pullman Bali Legian Nirwana is located adjacent the beach in central Legian. With 351 rooms and suites, Pullman Bali Legian Nirwana is extensively equipped with ballrooms, meeting rooms, swimming pools, fitness centre, tennis courts, and many other recreational activity facilities. The hotel is scheduled to open in mid 2011.

Ideally located by the new metro link in Gurgaon, the corporate satellite city of New Delhi, **Pullman Gurgaon Central Park** presents a fresh approach to upscale accommodation as the first Pullman hotel in India. Featuring 285 stunning rooms and suites, Pullman Gurgaon Central Park offers an extensive range of food and beverage outlets, a large gymnasium, a designer spa with beauty salon and the state of the art technology, personal IT service and conferencing facilities Pullman is renowned for. This hotel is also schedule to open by second quarter of this year.

Beyond this, during 2011 Pullman hotels and resorts will also open in; Dongguan, Gurgaon, Jakarta, Kuala Lumpur and Phuket.

Innovative services make all the difference

All Pullman Hotels and Resorts have identifiable elements helping Pullman stand out from the crowd. These identifiers include:

'Pullman Welcomer' easily identifiable moving throughout the hotel and fully dedicated to fulfilling the requests of guests – a signature role to ensure a guests stay is both efficient and pleasurable.

Co-Meetings combining quality meeting venues with innovative services including online visual booking solutions, dedicated extranet for event organisers, innovative breaks enabling guests to recharge and restore.

'Pullman Event Manager' providing a single contact to event organisers and is involved from the beginning of the event planning til the end and is on hand to make suggestions, help create innovative elements and ensure the smooth running of each event at a Pullman

'IT Solutions Manager' designed to ease the inconvenience of guest technology issues; the role is on hand to help guests stay connected during their stay.

Pullman Bedroom, designed to be a haven of calm. Accommodating travelers who hop between time zones, everything from the bed to the room service menu, connectivity and docking stations help keep guests in touch, recharged and relaxed.

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 2011, the Pullman network will include **70 hotels across Europe, Africa, Middle East, Asia-Pacific and Latin America.** In time, we anticipate a network of over 150 establishments around the world.

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

Accor, the world's leading hotel operator and market leader in Europe, is present in **90 countries with 4,100 hotels and close to 500,000 rooms.**

Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6,** and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With **145,000 employees** worldwide, the Group offers to its **clients and partners** nearly 45 years of know-how and expertise.

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