

Press Release

Amman, Jordan, July 2009

Accor Hospitality Middle East and Action Hotels to launch first ibis hotel in Jordan

Accor Hospitality Middle East and Kuwait-based Action Hotels, a subsidiary of Action Group Holdings, today announced that Jordan's first ibis hotel will be launched to the public in early August 2009. The ibis Amman, the first internationally branded economy hotel in Jordan, is set to be a significant addition to Jordan's booming travel and tourism industry.

Conveniently located in the Tila' Al Ali district, a 30 minute drive from Queen Alia International Airport, the ibis Amman is situated minutes away from the heart of the capital's prime commercial and leisure areas, and is exactly opposite Amman Mall.

"Action Hotels is proud to have successfully completed our first hotel project in Amman and to be one of the first Kuwaiti companies to invest in hospitality in Jordan. This is the latest in our growing portfolio of ibis hotels we are developing in the Middle East as we focus on developing affordable, quality properties in the best locations managed by international operators of global repute. ibis is today the best economy brand in the world. I would summarize it to simplicity, consistency and great value - It is really about everything you want at a reasonable cost. As a business we also believe that hotels play an important role to the local economy and that is very important to us at Action Hotels," said Sheikh Mubarak A.M. Al-Sabah, Vice Chairman of Action Group Holdings and Chairman of Action Hotels Company.

ibis Amman features an exciting choice of accommodation: 158 double and single rooms, 45 connecting rooms, in addition to two special needs rooms and three non-smoking floors. The three-star hotel is committed to the '15 minutes satisfaction contract' which is the illustration of ibis' concrete commitment to quality. If a customer reports a problem which is the hotel's responsibility, the teams are committed to finding a solution within 15 minutes maximum, 24 hours a day, every day of the week. If no solution is found, the client is invited to stay for free.

"We are proud to soon open Jordan's first Accor hotel - ibis Amman – which will drive our strategic presence in the commercial centre of Jordan. We are aggressively positioning ibis to match Amman's ambitious target to be a major hub for business, leisure and tourism," said Christophe Landais, Managing Director, Accor Hospitality Middle East.

"Entering Jordan's lucrative market is part of our regional strategy to cement our leading position in the economy hotel segment. The current economic climate has substantially driven demand for economy hotels and the launch of the ibis Amman will fulfil the gap in the market for business and leisure travellers who want quality service at value for money prices," added Landais.

Action Hotels focuses on developing three and four star hotels supported by its strategic alliance with the France-based Accor Group. The company is actively extending its hotel properties network across the Middle East region.

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About Action Hotels:

Action Hotels is one of the fastest growing and most innovative hotel development companies in the Middle East. The company specializes in the development of 3 and 4 star hotels in partnership with global hotel operators at locations including Kuwait, Bahrain, Oman, UAE, Jordan and Australia. Action Hotels has completed two hotels and is engaged in the development of 11 more, providing over 2500 rooms in the Middle East and Australia. Action Hotels Company is a subsidiary of Action Group Holdings KSCC. For more information, please visit www.actionkuwait.com

About ibis:

ibis, the worldwide economy hotels brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped en-suite bedroom, major hotel services available 24/7 and a wide choice of on-site food and beverage options. The quality of the ibis standard has been recognised by the International Organization for Standardization certification ISO 9001 since 1997. ibis is also the world's first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to nearly one third of its hotels.

Established in 1974, ibis is the European leader and one of the first economy hotel chains in the world, with more than 97,000 rooms and 831 hotels in 42 countries, including 4 in United Arab Emirates and 1 in Kuwait .

For additional information, please visit www.ibishotel.com

Notes to Editors:

Accor Hospitality ME is one of the fastest growing hospitality groups in the region.

Currently, the company's portfolio includes a total of 27 operational hotels in seven countries in the Middle East. Among the existing global brands ranging from Sofitel, Novotel, Mercure and Ibis, new brands such as Pullman and Suitehotel are emerging as strong players in the region.

With over 25 years regional experience, Accor Hospitality ME is the first to establish a training academy, Tamheed - Accor Academie Middle East, which is dedicated to train all staff levels ensuring career development.

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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, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as Lenôte;
- Services, with 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and motivation, and expense management.

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