



PRESS RELEASE

Family &
NOVOTEL

June 29, 2011

Novotel celebrates the release Disney•Pixar's movie "Cars 2" in its hotels

Novotel welcomed more than 2 million children around the world in 2010 thanks to its family deal, Family&Novotel, which has been a resounding success for over 20 years, making Novotel establishments the ideal place for a stopover to celebrate the release of Disney•Pixar's latest movie "Cars 2".

This summer, families staying at hotels across Novotel's European network of 280 establishments will enjoy the world of Cars 2 during their stay.

This partnership highlights the special focus Novotel gives to families, with a **host of Cars 2 initiatives organized in its hotels throughout the summer:**

For example, at the reception, guests will receive Cars 2 memorabilia welcome gifts. The trailer will be showing on screens in the reception area and at the hotel restaurants children will receive table mats with Cars 2 games to help them wait patiently for their order! In the lobbies, the Cars 2 video game will feature on all the network's Xbox consoles, and WebCorner on a Mac and the KidsCorner will also sport Cars 2 colors.



The partnership is also supported by a sizeable media plan with a wide-reaching advertising campaign.

A total of ten European countries will take part in the large media campaign for the Family&Novotel offer (France, Germany, UK, Italy, Switzerland, Belgium, Netherlands, Spain, Poland and Portugal). An advertisement has been made in a Novotel room to promote the occasion and will run on various family-oriented media supports including magazines and the internet, including ELLE magazine in Europe and the Msn and aufeminin.com websites.

A game competition is also being organized on the Disney.com websites in France, Germany, UK, Italy and Spain, with prizes that should thrill both young and old alike (flat screen TV, Xbox consoles, etc.)

Though this is not the first time the two brands have joined forces, it is the first operation of its kind in Europe in partnership with the famous Hollywood company with which Novotel shares values, positioning, prestige, innovation and international and cross-generational notoriety.

Novotel, a natural choice for families.

At Novotel, for over 20 years children have always been considered clients in their own right. Every effort is made so that children and their parents benefit fully from their stay. With **Family&Novotel**, children receive a personalized welcome, free accommodation and breakfast*, healthy meals, dedicated play areas, welcome gifts, bedrooms available until 5pm on Sundays. To enhance the welcome provided to over 2 million children every year in its hotels, Novotel has partnered with the very best experts in the family market (*XBox 360 (Microsoft); Gustino; Kapla; Kids'Voyages; Europcar, etc.*) and now with Disney.

* For two children under 16 years old who share a room with their parents or grand-parents

Cars 2 release date: July 2011, depending on the country.

Novotel helps both business and leisure travelers relax and recharge on five continents. Innovative and guest-friendly, its hotels offer consistently high quality accommodation with just the right blend of freedom and efficiency customers expect. Its spacious, stylish rooms, healthy food services available 24/7 and wide range of service solutions make it the natural choice for business meetings, with Meeting@Novotel, or for family outings, with Family&Novotel. Deeply committed to sustainable development, Novotel plans to have its entire network EarthCheck certified by the end of 2012.

For more information on Novotel hotels and the Family&Novotel offer: novotel.com.

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