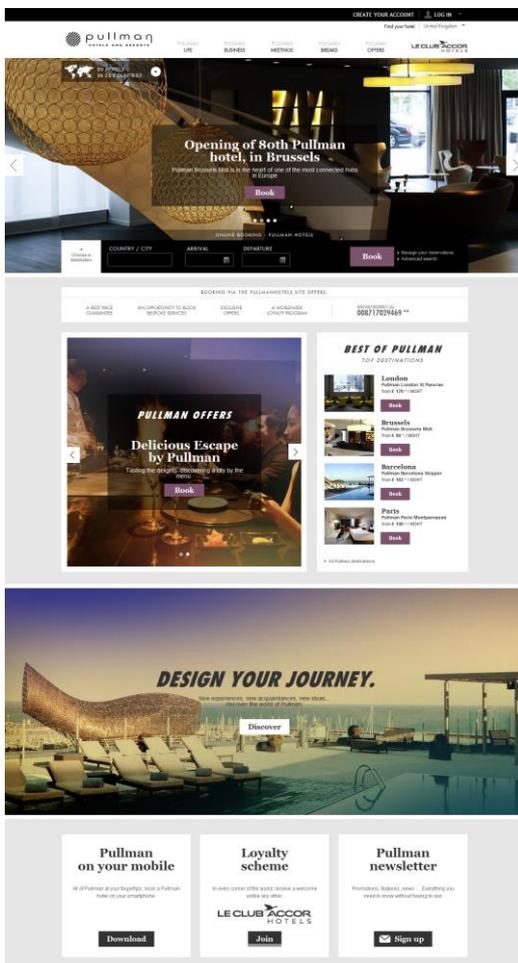


PULLMAN LAUNCHES ITS NEW-LOOK WEBSITE WWW.PULLMANHOTELS.COM

Pullman has joined forces with advertising agency DDB to unveil its new website, www.pullmanhotels.com. This new digital platform fulfills two objectives. As well as making it easier and faster for guests to book stays at Pullman Hotels & Resorts, the new website reflects the brand's lifestyle position, with new sections that allow users to live out the Pullman "experience".

A cosmopolitan, vibrant, in-style digital experience



The website, which is available in six languages (French, English, German, Spanish, Portuguese and Chinese), has been designed to optimize the browsing experience and immerse visitors in the world of Pullman. The interface enhances the content and facilitates user purchasing with a persistent booking engine accessible throughout the navigation at the top of the screen for faster booking. All the website's images and texts have been reviewed.

The website sections have evolved to strengthen the brand's positioning and reflect its promise of an exceptional upscale international hotel experience that matches performance with pleasure.

The **Pullman Business** section is intended for business travelers. It provides precise details of all the advantages of the Pullman hotels, notably its technologies and connectivity services.

Pullman Breaks is for those who are hesitating between a "City Break" or a tourist stay in a "Resort"...

Pullman Life showcases the brand's spirit and novelties, featuring portraits of personalities, for example fashion designer Martine Sitbon – who designed the Pullman teams' uniforms – or photographer Robert Van der Hilst – one of the artists featured in the brand's contemporary art collection, whose works are exhibited in the guest rooms at the Pullman Paris Bercy.

Lastly, the Pullman Offers, the Le Club Accorhotels loyalty program and the brand's meeting and event organization solutions all have their own dedicated sections.

Xavier Louyot, VP Global Marketing for Pullman comments, "This new website allows us to offer our guests a lot more than a means of booking their stay in one of Pullman's 81 hotels and resorts in 24 countries. Pullmanhotels.com embodies the brand spirit, shares passions and discoveries with the new generation of seasoned travelers who stay in our hotels for business or pleasure and sometimes both."

Pullman mixes business with pleasure

The launch of the new Pullmanhotels.com website is part of the initiative to revamp the brand's communication platform which kicked off in 2012. Pullman has joined forces with advertising agency DDB and focused on the aspirations of its target clientele of hyper-connected, mobile, multi-cultural travelers who believe that just because they are travelling for business doesn't mean they shouldn't enjoy themselves... on the contrary! They seek interludes during their business trips – meetings, art, gastronomy, etc. – and their motto could be: "Work hard, play hard".



The new-look is embodied by the new emblem inspired by the yin and yang symbol. It expresses Pullman's dual *business* and *leisure* identity and infuses modernity into the historical logo. This emblem is also present in the new style guide that is currently being deployed in the hotels and on all the brand's communication material.

A printed advertising campaign has been developed. Seven ads with images by American photographer Nick Meek reflect the hotels' stylish designs and convey the brand's *Work & Play* spirit through catch phrases. And, because Pullman is not really like other brands, it has also developed The Pullman Magazine, its own half-yearly lifestyle courtesy magazine available in the hotels.

"Pullman's revamp doesn't end there. Next month, Pullman will launch its smartphone app. The scale of the Pullman brand projects and its focus on differentiation have been a source of inspiration for us," explains **Matthieu de Lesseux, CEO DDB Paris**

Website Factsheet

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Director of E-commerce: Pierre Marchand
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Editorial Manager: Segolène Boutin / Marie-Louise

About Pullman

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 3,500 hotels and 160,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers, whether they are travelling alone, with their clans or with colleagues. The brand's establishments offer a new approach to upscale hospitality. The Pullman network has more than 80 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America where ideas, histories and cultures meet. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of Accor's brands, is proud to offer the Le Club Accorhotels loyalty program.

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

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