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Accor North America Announces Green Key Pilot in the United States

Dallas, TX/Horsham, PA; January 18, 2010 – Accor North America (ANA), a division of Accor Hospitality, has announced that it will pilot the Green Key Eco-Rating Program (Green Key) within its portfolio in the United States in 2010. Green Key is the first program of its kind to rank, certify and inspect hotels and resorts based on their commitment to sustainable “green” practices; the Accor North America pilot will involve 20 properties.

The ANA pilot will include representatives from the Motel 6, Sofitel and Studio 6 brands; those properties selected for the pilot will participate in the entire Green Key certification process, which includes:

- The comprehensive 150-question online self-audit covering a broad range of operational areas and sustainable practices;
- Being ranked from 1 to 5 Keys based on responses to audit questions;
- Receipt of a performance report with recommendations, best practices and potential areas for improvement and savings;
- Listing on the www.greenkeyglobal.com website, a valuable resource for environmentally-conscious travelers;
- Access to online member resources and tools;
- On-site verification of self-audit responses by Green Key auditors.

In the course of the pilot, ANA corporate leadership will evaluate the program and decide whether to move forward with a larger rollout throughout the United States.

“Accor is widely recognized within the global hospitality industry as being a leader in sustainability initiatives,” said Tony Pollard, Managing Director of [Green Key Global](http://www.greenkeyglobal.com). “We are confident that Green Key will become an important part of Accor North America’s efforts to protect and preserve the environment.”

The cornerstone of the Green Key program is its focus on sound sustainable practices specifically for the lodging industry. The audit was developed by two leading environmental engineering firms with support from the Canadian Government to withstand the scrutiny of a wide-range of environmental experts; the program had been operating exclusively in Canada since 1997 prior to its launch in the United States this

September. There are currently more than 1,200 Green Key members, including 21 Accor properties in Canada.

“Our Green Key properties in Canada have touted the environmental, financial and marketing benefits of the program for several years,” explained Renée Swoger, Manager of Energy & Environment Services for Accor North America. “We have been waiting for Green Key to migrate to the United States for some time; needless to say, we are eager to launch the pilot.”

For more information on Green Key or to register your property now, visit www.greenkeyglobal.com, call +1.888.752.7061 or email info@greenkeyglobal.com.

About Accor North America:

Headquartered in Dallas (Carrollton), Texas, Accor North America operates more than 1,000 upscale and economy properties including nationwide economy leaders Motel 6, Studio 6, Ibis, Sofitel Luxury Hotels and upscale Novotel locations in the U.S., Canada and Mexico. For more information, visit accor-na.com.

About Green Key: The **Green Key Eco-Rating Program** is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable “green” operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm with funding from the Canadian Government. Designed *specifically for hotel operations*, the **Green Key Eco-Rating Program** is a comprehensive environmental audit that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. In the United States **Green Key** is a joint partnership between the Hotel Association of Canada and [LRA Worldwide, Inc.](http://LRAWorldwide, Inc.); for more information, visit www.GreenKeyGlobal.com.

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Green Key Global is a joint partnership

