

Press release

September 1, 2010

Accor Celebrates its 10th Hotel in México

Opening of the ibis in Hermosillo

Mexico City. September 1, 2010. - Accor, the French hotel group and leading global hotel operator, celebrates the opening of its 10th hotel in Mexico – the ibis Hermosillo. This milestone achievement extends the network to a total of more than 1,400 rooms in the country, including two **Novotel** brand hotels (Mexico City and Monterrey) and eight units under the leading economy hotel brand **ibis** in Mexico City, Monterrey (2), Guadalajara, Aguascalientes, Merida, Chihuahua, and most recently, Hermosillo.

Accor started its operations in Mexico in 2002, with the objective of providing Mexican and international guests with the Group's hospitality expertise in hotels that respond to the needs of market segments, from luxury to economy, under internationally recognized brands, adapted to the local market.

The Group in Mexico has been largely recognized by the development of ibis brand hotels that offer the best value for money in all locations, consistent with the growing demand in the country for low-cost hotels with services of international quality required by the frequent travelers, including 24/7 food service in all its units.

"In Mexico, as in other countries, we have identified a particular growth potential for economy class hotels in major cities with a high number of business travelers," said Michael Flaxman, COO of Accor for the Americas.

During these past eight years in the country, Accor has understood the demands of the Mexican market and has developed strategic locations meeting the needs of frequent business and leisure travelers in major cities, with the support of the quality that characterizes Novotel hotels worldwide.

With two hotels of the Novotel brand in key locations such as Mexico City – Santa Fe and Monterrey - Valle, Accor also serves businessmen, women and families looking for modern and comfortable accommodations with all the facilities, connectivity and the ability to relax in warm and spacious surroundings.

Vision, strategy and development

"Opening our 10th hotel in Mexico represents the acceptance and trust of our guests in Accor products and services, as well as the credibility and confidence of our partners in the country," said Jean-Philippe Claret, General Director of the company in Mexico.

In just the past year, Accor has opened four hotels in Mexico as part of its long-term Development Plan and has currently three additional hotels under construction: ibis Ciudad Juarez Consulado (opening late 2010), ibis Cancun Centro (opening January 2011), and ibis San Luis Potosi (opening mid 2011) as well as one more unit under development in Mexico-Tlalnequanta.

Accor is known for its different modes of ownership and operation; in Mexico after initially investing as owners, Accor now joins with its valued partners through variable leasing and management contracts, to share our success with local investors. This success is delivered by:

- High Accor brand recognition.
- Accor expertise in hotels design with modern and innovative systems.
- International experience
- 40+ years of operational experience
- A global distribution system via Internet Sales and Marketing including the loyalty program A|Club, which benefits guests in more than 2,000 Accor hotels worldwide.
- Quality services through its team of hospitality experts
- Strategies for Corporate Social Responsibility in harmony with the environment and communities.

The Accor vision in Mexico is to continue the development of hotels wherever there are opportunities, Accor's brands portfolio and products provide innovative, quality hotel services. Therefore its development strategy includes accelerating its penetration by developing hotels with partners, under lease and management and franchise.

- Fulfilling market demand in terms of economy class hotels with Ibis hotels
- Selective development of mid and upscale hotels with Novotel, Pullman and Sofitel

In addition, Accor intends to launch, in conjunction with local partners, the successful Motel 6 budget brand, which already has over 1,000 properties throughout the U.S. and Canada.

Corporate Social Responsibility (CSR)

Through its **Earth Guest policy** founded on 8 priorities, Accor is committed to preserving the planet's resources and to growing the well-being of the earth's populations. As a result, Accor is included in the four benchmark socially responsible investing devices such as the Dow Jones Sustainability Indexes and has often been recognized internationally for its sustainable development practices as recently by being awarded the World Travel and Tourism Award Council's Global Tourism Business Award.

In Mexico, Accor was the first hotel group to be certified Socially Responsible Enterprise by the Mexican Center for Philanthropy (CEMEFI), a distinction that through six consecutive years has recognized the hotels actions for the environment, communities, preservation of a favorable working environment and Accor's business ethics.

Accor's commitment to Corporate Social Responsibility is manifested in each of the stages of its hotels, from design, construction to operation. Proof of this is **the Hotel Environment Charter**, consisting of more than 60 actions (water flow regulators, low energy lamps, rain recover, recycling gray water, etc...) in order to improve the use of environmental resources and track the Group's performance over time and identify areas for improvement.

As for its relationship with the community, Accor hotels have developed links with various institutions to support those in need. As an example is the alliance with "Un Techo para mi País" association for building housing for communities in extreme poverty.

From a business standpoint, Accor values and considers its employees as a priority for success, by continually developing tools that enable effective communications with staff, constant training and personal development, effective assessment systems and tangible benefits. For instance, Accor is the first hotel network in Mexico offering life and medical insurance to its entire staff. These factors resulted in recognition of the ibis chain, now certified as a **Great Place to Work**.

Accor in Mexico is meeting its goals of being a host for mankind, contributing to their development and wellbeing, including employment, training and generally promoting social and economic development.

About ibis

ibis, the worldwide economy hotel 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 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 one third of its hotels.

About Novotel

Considered the upper midscale brand within the Accor group portfolio, Novotel offers nearly 400 hotels and resorts in 60 countries, located in the center of major international cities, from business districts to tourist destinations. Novotel's high standard of services contributes to the well being of both business and leisure travellers: large and modular-designed rooms, balanced cuisine opened 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and facilities to restore energies. Novotel is a pioneer in sustainable development and its hotels participate in the Green Globe worldwide environmental certification program.

About Accor

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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