

Press release

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Accor rewards Meeting Planners with a worldwide A|Club promotion

Accor Hotels is launching a new loyalty promotion for meeting planners at Business Travel Market. Eight months after its launch, Accor Hotels' free loyalty program A|Club has already reached 2.3 million members.

The loyalty card is valid for use in 2000 hotels in 90 countries and the uniquely flexible scheme offers a travellers a wide choice of hotels from luxury to budget brands and real flexibility in how points are earned, how they are spent and the availability of rates. A|Club allows travellers to convert points into euro vouchers which can be used as a form of payment in any of the hotels participating in the scheme which include Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis and all seasons hotels. These 'cash equivalents' can be used as full or part – payment for hotel bills.

Accor Hotels is now extending the A|Club offering by launching a dedicated Meeting Planner A|Club card and a launch promotion entitling meeting planners to earn points from meetings in **Sofitel, Pullman, MGallery, Novotel and Mercure** hotels happening from now to the 31st December 2009.

The whole scheme is set up online for absolute simplicity and card-holders can register, check their points or download their vouchers online at www.AClub.com. And can also be used with partners like Club Méditerranée and Europcar, or converted into miles with leading airlines Air France KLM, British Airways, Delta Airlines, Lufthansa, Singapore Airlines, Thai Airways, US Airways and Qantas.

Regular A|Club card holders can also use their existing A|Club card for earning points on planning meetings or spending nights in Accor hotels.

Frederic Fontaine, Head of UK Sales and Marketing said: "Accor Hospitality's ambition is to reward all clients for their loyalty. Therefore, we are thrilled to extend our loyalty scheme to all organizers of small meetings or larger events in the UK or internationally. As it is entirely web-based, the program also lets members manage their accounts whenever and wherever they like, while providing a more bespoke service".

All information can be found on <http://www.a-club.com/meetingplanners/advantages/>

Points earned never expire, provided that the member spends at least one night a year in a participating hotel.

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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