

PRESS RELEASE

**SOFITEL BORA BORA MARARA BEACH & PRIVATE ISLAND
PREMIERES A NEW RESORT EXPERIENCE**

Paris, September 7, 2009 – Sofitel Luxury Hotels is excited to announce a new resort experience in French Polynesia, as the Sofitel Bora Bora Marara Beach Resort and Sofitel Bora Bora Motu Private Island merge to become Sofitel Bora Bora Marara Beach & Private Island. Guests can now choose to split their time between the resort's luxurious bungalows situated along Bora Bora's lavish beach or on Muto, Sofitel's pristine private island.

Located on a stretch of stunning white-sand beach, along one of the most beautiful lagoons in the world, the Sofitel Bora Bora Marara Beach & Private Island elegantly combines rustic and contemporary styles. Private island guests arrive to the isolated garden location via a short two-minute boat ride. Upon arrival, they discover a world-class romantic resort amidst the wild and protected surroundings with unrestricted 360-degree views of the lagoon and unparalleled French Polynesian sunsets.

Beachside

The beachside hotel offers 55 bungalows, fully renovated in 2006. Each bungalow features an exquisite private terrace, facing either the gardens or beach. The most exclusive bungalows are built over-water on pilings in the lagoon. Constructed of wood and woven pandanus, the bungalows are seamlessly integrated into their organic environment. Guests of the beachside bungalows may choose to dine at "Le Lattitude 16," featuring international and Polynesian cuisine, or at the "Hurricane" cocktail bar, situated against the overflow pool, serving light lunch and tapas. From the lavish white sand beach, one can indulge in various nautical activities including the exploration of Bora Bora's underwater world filled with manta rays, majestic sharks, gentle napoleons and a multitude of multicolored fish. Le Spa at Sofitel Bora Bora Marara Beach & Private Island offers the perfect sanctuary to be pampered in a beachside setting. This peaceful haven features massages and beauty treatments based on Tahitian plants and traditional techniques.

Private island side

The private island's 30 bungalows feature the ultimate in French Polynesian luxury, many offering breathtaking views of Bora Bora. Situated throughout the island, in harmony with nature, bungalows are located along the beach, on the lagoon or hillside facing the ancient volcano, Mount Otemanu. The private island features extravagant water-top bungalows with glass-bottom floors, allowing guests to enjoy the lagoon and its aquatic wildlife from indoors. Private island guests spend their days surrounded by a rainbow of color as the green of



Mount Otemanu is complimented by the jade, turquoise and sapphire shades of the lagoon encircling the island.

The combination of these two properties offer guests the exclusive experience of enjoying two breathtaking locations in one world-class resort. Rates at Sofitel Bora Bora Marara Beach & Private Island begin at \$444 per night, not including taxes. For more information or to make reservations, guests can visit www.sofitel.com.

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