

Press Release

September 14, 2009

A|Club, the worldwide loyalty program, celebrates its first anniversary with its 3 million members

A|Club is a free worldwide, online, cross-brand loyalty program.

Since September 15, 2008, A|Club card holders have been able to **earn points** at more than 2,000 Accor hotels in the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis and all seasons** networks, a privilege soon to be extended to the **Adagio** network. In addition, A|Club members can accumulate points from an ever-expanding base of partners, such as Club Méditerranée, Europcar, Lenôtre (starting in October 2009) and 12 major airlines.

With **three million members** signed up to date, A|Club stands out on the strength of its:

- Terms of application, with points awarded for each euro spent in a hotel, whether on lodging, dining or other services.
- Inclusiveness, as the only loyalty program awarding points across a broad spectrum of two to five-star hotels worldwide.
- Generous promotional offers, which are regularly renewed and always easily accessible online at www.a-club.com.

The A|Club website is constantly evolving. Currently available in seven languages, it will be available in Chinese and Polish by the end of 2009.

Throughout September, new members earn 2.000 points, worth an A|Club rewards voucher of €40 when they sign up for the program. **From September 14 to 20**, the program's anniversary week, **A|Club members earn double the regular amount of points.**

At the end of the month, members can enter a lottery for a chance to win up to 100,000 A|Club points, corresponding to **€2,000 in A|Club rewards vouchers**, as well as weekend car rentals, intra-European flights, SNCF and Thalys train tickets and Lenôtre gift packages.

Starting in January 2010, a paperless reward system will be introduced, allowing members to receive their A|Club vouchers in electronic form.

Sign up to become a member at a-club.com.

To book an Accor hotel anywhere in the world at the lowest possible price, go to accorhotels.com.

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 **Lenôtre**;
- **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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