

SOFITEL ANNOUNCES FIVE NEW HOTELS ACROSS MIDDLE EAST AND CHINA

PARIS, June 2, 2009 – As Sofitel prepares to open the new 438-room Sofitel Dubai Jumeirah Beach this September, the French-based company proudly announces five additional properties that will strengthen the brand's worldwide portfolio. In the United Arab Emirates, the brand is developing the Sofitel Dubai Sheikh Zayed Road and the Sofitel Abu Dhabi Capital Plaza. In China, three new contracts have been signed in the country's eastern and southeastern regions. These five new Sofitel properties are already under construction and scheduled to begin opening at the end of 2010. These openings will bring a total of 2,000 additional rooms to the hotel's prestigious presence in these regions.

"The signing of these five contracts is a significant stage in Sofitel's development across these two regions of the world," said Robert Gaymer-Jones, COO Sofitel Worldwide. "It is evidence of our dynamic growth despite the current economic situation and of the appeal of the brand's new positioning to investors."

- In the United Arab Emirates:

Sofitel Dubai Sheikh Zayed Road is located on the city's main thoroughfare with a view of the Burj Dubai Tower, just a short walk from the Dubai Mall shopping center. The hotel boasts 435 guestrooms and suites, 147 apartments with services and various facilities including restaurants, bars, a fitness club and large sauna, two pools, a ballroom and several meeting rooms. Comprehensive facilities for business meetings and close proximity to the Dubai International Financial Center and the Dubai World Trade Center will position the hotel as a prime option for the MICE market (meetings, incentives, conferences, events). The hotel is scheduled to open by 2012.

Sofitel Abu Dhabi Capital Plaza is currently under construction and will welcome guests in 2010 to a beautifully refurbished building. It will feature 233 guestrooms and 47 suites, a fitness club and sauna, a pool, restaurants, bars, several meeting rooms and the "Millesime Club" executive lounge on the top two floors with sea views. The hotel is located at the tip of the main island of Abu Dhabi, on the Corniche – one of the oldest districts and a major attraction in the city. The hotel will appeal to leisure travelers for its sea views and exceptional character, and business executives for the neighboring central business district.



Sofitel is continuing development in the region, with five other hotels currently under construction: the Sofitel Karachi Clifton in Pakistan, the Sofitel Bahrain Zallaq Beach Resort in Bahrain and the Sofitel Al Khobar in Saudi Arabia. In September 2009, the Sofitel Dubai Jumeirah Beach and the future Sofitel Dubai Palm Jumeirah Resort & Spa will open in Dubai.

- **In China:** 3 new properties will join the 22 existing hotels.

Sofitel Qingdao (Eastern China)

Located close to Jinan next to the city's business district, the Sofitel Qingdao will provide 231 guestrooms and suites decorated by Leo Design Bangkok, a fitness club (So Fit), a spa (So Spa), an indoor pool, an outdoor pool on the beach and shops. For business, the hotel will feature adaptable space, a ballroom, several meeting rooms, a business center and a convention center close to the beach.

Sofitel Dongguan (Southern China)

The Sofitel Dongguan West is located in the business district of Huanghe, not far from Guangzhou, Shenzhen and Hong Kong. The hotel's dining facilities will include the Lobby lounge, a tea room, a Chinese restaurant, a Japanese restaurant and a Western restaurant. The hotel will offer 443 guestrooms including 85 suites, a ballroom, several meeting rooms, a business center, a fitness club (So Fit), spa, indoor pool and shops.

Sofitel Guangzhou (Southern China)

Between Macau and Hong Kong, the Sofitel Guangzhou Sunrich will be strategically located at the heart of Tianhe, the busiest central business district in Guangzhou. With 496 rooms including 46 suites, the hotel will provide a variety of adaptable space, a ballroom, several meeting rooms and a business center. Leisure travelers will be pampered with a fitness club (So Fit), spa (So Spa), indoor pool, beauty parlor, game-room and pool-room.

Sofitel, World Class Hotels & French Elegance

Sofitel is the only french luxury hotel brand with a presence on five continents with 150 addresses, in more than 50 countries. Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, New York or Bangkok, or nestled away in a country landscape in French Polynesia or Brazil, each Sofitel property offers a genuine experience of the French art de vivre.



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Sofitel Dubai Sheikh Zayed Road



Front



Back



Aerial



Sofitel Abu Dhabi Capital Plaza



Guestroom



All-day dining restaurant



Bathroom



Spa



Sofitel Qingdao



Lobby



Swimming pool



Chinese restaurant



Guestroom



Spa



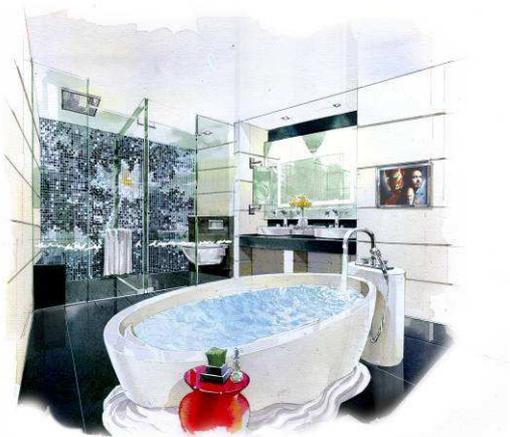
Sofitel Dongguan West



Guestroom



Relay lobby



Bathroom



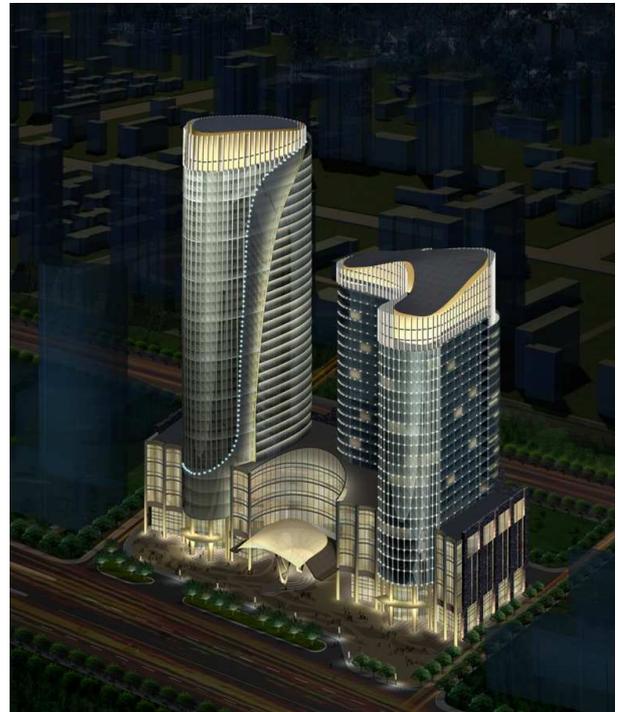
Banquet hall



Sofitel Guangzhou Sunrich



Exterior by day



Exterior by night

