

Press Release

September 2, 2010

A|Club, the worldwide loyalty program, celebrates its second anniversary with its nearly 5 million members

A|Club, a worldwide, multi-brand loyalty program that is free and 100% Web-based

A|Club members **earn points** in more than 2,000 Accor hotels operating under the **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, ibis, all seasons, Thalassa sea & spa** and **Adagio** brands. Points can also be earned with Lenôtre, Europcar, Club Méditerranée and 12 major airlines. The A|Club card will soon be accepted in Shell service stations around the world. Moreover, other airlines will join the program by the end of the year to provide members with even more choice when converting their points.

With already nearly **5 million members** in two years, A|Club stands apart for its:

- Ease of use. Points are awarded for each euro spent in a hotel, whether on lodging, dining or other services, and then converted into vouchers that can be used in all Accor hotels at all times.
- Range of categories covered. A|Club is the only loyalty program covering an array of two to five-star hotels worldwide.
- Web site. Currently available in nine languages, **a-club.com** allows members to easily check their accounts, receive A|Club Rewards vouchers electronically and view exclusive offers reserved for A|Club members.
- Services available via a-club.com or through dedicated A|Club call centers.

To celebrate its second anniversary, A|Club has designed an attractive array of special offers for current and potential members.

From September 13 to 19, during the program's anniversary week, **points earned by A|Club members will double in value.**

From September 1 to 19, **new members** who sign up for A|Club on a-club.com **will receive 1,000 A|Club bonus points** on their initial stay in a participating hotel.

Lastly, A|Club is organizing a contest in which all members can take part. In mid-October, a drawing will be held among participating members who may win one of more than 300 prizes. These include upgrades to Silver, Gold or Platinum cards for 12 months, double the number of airline miles, A|Club bonus points, stays in hotels around the world and up to 100,000 A|Club points, the equivalent of **€2,000 in A|Club Rewards vouchers.**

To sign up for the A|Club program or take part in the special anniversary contest, visitors should click on www.a-club.com.

Rooms in any Accor hotel worldwide are available at the lowest price at accorhotels.com, the Group's multi-brand worldwide online booking portal.

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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