



- Press Release -

Sofitel The Palace opens in Old Town Island at Downtown Burj Dubai this summer

Paris (February 13, 2007) – Sofitel, the prestige brand of the Accor hotels, continues its expansion in the Middle East, with the opening in July 2007, of a second hotel in Dubai, Sofitel The Palace.

The latest addition to Dubai's famed-hospitality sector is situated at the heart of one of the latest and most spectacular projects, The Old Town Island, which is part of the Downtown Burj Dubai development by Emaar Properties. A harmonious blend of the past and present, The Old Town Island is being conceived as a traditional village, faced with a striking symbol of modernity. It provides unobstructed views of Burj Dubai, on its course to becoming the tallest building in the world.

An Oriental Palace with the tallest Skyscraper in the World on its doorstep!

Sofitel The Palace fits perfectly into the unusual setting. A real palace reminiscent of the ambience of the '1001 nights', the project has vaulted ceilings and oriental sculptures encircling a huge swimming pool. Located on the banks of a lake, in front of the Burj Dubai, the hotel has 242 rooms and suites where the balconies look out either onto the lake or The Old Town, a residential project.

At 550 sq ft, the rooms are spacious and tastefully decorated in warm colors, which marry style and oriental tradition in perfect harmony. The 74 suites have apartments ranging from 700 sq. feet to just over 1000 sq. feet, while the Imperial Suite (over 5,000 sq. feet) boasts four apartments on two floors. All rooms feature Mybed, the Sofitel bedding concept, which guarantees rejuvenating sleep.

The Palace offers its guests the refinement of top-notch service with the latest technology. These include Guest Relation service on every floor, a Butler attached to each room, limousine service to the airport or main shopping areas and wireless internet access in all rooms. Guests can also enjoy a ride on the traditional abra (ferry) service to Downtown Burj Dubai; relax on the white sandy beaches located at close proximity or tee-off at a nearby golf course.

The three hotel restaurants offer a world tour of gastronomy: the "Thiptara", with its refined setting overlooking the lake, offer guests an excellent seafood menu with a distinctive Thai flavour. The "Asado", an Argentinean restaurant where the meat is cooked "asador criollo" on an open grill in the middle of the restaurant for musical dinners and, the "Ewaan" which offers a collection of Mediterranean tastes. For quieter moments, the Lounge Bar offers a selection of teas, coffees and cocktails along with French and oriental pastries. The Shisha area, on the other hand, offers more than a change of scenery; a moment of complete rest to smoke on the terrace whilst admiring the horizon.

For business trips and seminars the Sofitel Palace offers its guests a business centre, secretarial and computer facilities, conference rooms for groups ranging from 12 to 300 people, and a 'Board Meeting Room' which ensures confidentiality and efficiency for up to 16 people.

LeSpa at Sofitel

Inspired by its Oriental heritage, the 10,000 sq. feet of LeSpa is completely dedicated to the well-being and relaxation of its guests in a luxurious setting. With hammams, Jacuzzis, massages under a Vichy shower, Monsoon showers, five suites devoted entirely to massage, four spa rooms, a gym, a relaxation area, a beauty salon and a hairdresser, LeSpa at Sofitel not only helps ease away stresses and worries, but also clients look and feel good.

A village in the heart of the city

The Old Town Island is a successful example of sensitive urbanization; a harmonious blend of oriental traditions and modernity, with its alleys and pedestrian walkways bursting with shops and restaurants.

Just a few yards from the hotel, the Dubai Mall, the biggest shopping center in the world, with its 1200 shops, its amazing "souk de l'or", and huge walkway flanked by an aquarium and an Olympic size ice rink, presents an unique center of attraction.

The central location of Old Town Island allows for easy access to all the attractions of Dubai; whether it's the beaches of Jumeirah, the various shopping malls, or the imposing World Trade Center, perfect for business conferences.

Sofitel: 200 premium hotels around the world

Because no one country or city is the same, Sofitel has made each of its 200 hotels around the world a truly unique establishment. Combining the spirit of each place with the values of modernity, refinement and absolute comfort, they are all imbued in their inimitable way with the French "art de vivre".

Whether their setting is a great business metropolis like Paris, New York or Bangkok, or nestling in the landscape in Indonesia, Polynesia or Brazil, each Sofitel hotel offers travelers a genuine haven of peace. So that each guest, for an overnight stay or longer, during a business trip or for a holiday, can enjoy the rich variety of these unique places in comfort and tranquility.

Accor, European leader in hotels and tourism, global leader in corporate services, operates in nearly 100 countries with 160,000 employees. It offers to its individual and corporate clients nearly 40 years of expertise in its two core businesses:

- **Hotels, with the Sofitel, Novotel, Mercure, Suitehotel, Ibis, Red Roof Inn, Etap Hotel, Formule 1 and Motel 6 brands:** over 4,000 hotels and 475,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôte**, ambassador of the gastronomy 'à la française' worldwide;
- **Services to corporate clients and public institutions:** 21 million people in 35 countries benefit from **Accor Services** products – meal and food vouchers, people care, incentive and loyalty programs.

Media Contacts

Local Contact :

Sofitel International Communication Department
Anouck Weiss
Rodolphe Moulin-Chabrot
Tel : 01 45 38 19 13
e-mail : rodolphe.moulin-chabrot@accor.com