

Press release
June 11, 2007



Save money this summer? It's easy with Ibis!

Here comes summer, bringing good news with it! Once again this year, Ibis rates are melting in the sun.

All summer, Ibis is offering a €10 discount per room per night or a complimentary cocktail at more than 670 hotels in Europe and Morocco.

This special seasonal offer can only be booked online at www.ibishotel.com or www.accorhotels.com.

So, don't wait! Summer savings aren't something that happen every day ... but every night at Ibis!

An offer with unlimited possibilities!

An advertisement for the Ibis summer offer. The background is a dark blue night sky with a crescent moon, a shooting star, and a constellation of stars. In the foreground, a pair of feet wearing red flip-flops is visible, suggesting a vacation setting. The text "In summer, savings don't happen every day..." is at the top left, and "...but, every night." is at the bottom right. A red sign in the bottom left corner says "Exclusive to ibishotel.com -10€ per night in 18 European countries see conditions on reverse". The Ibis Hotel logo is in the bottom right corner, with the tagline "Hotels the way you like them" and the website "www.ibishotel.com" below it.

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...but, every night.

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ibis HOTEL
Hotels the way you like them
www.ibishotel.com

Want to stop over somewhere on the way to or from your vacation spot? Hoping to get away for a weekend or even a little longer? Take advantage of this great offer, **no matter how long you stay or which days you stay**: it applies each and every day of the week.

It's simple: **the longer you stay, the more you save**, since you get €10 off on each night you book at Ibis, or, depending on the hotel you choose, one cocktail per person per stay. Now, that's something to dream about ... and to make you want to jump into summer for sure.

Ibis is primed for your vacation!

The Ibis 2007 summer offer is available in **18 European countries and in Morocco**. More than 670 Ibis network hotels are participating in this operation, adding a bit of fun and lightheartedness to vacation planning.

Summer savings in just a few clicks ...

Book without worry on www.ibishotel.com. Depending on the hotel you choose, a **pictogram** will indicate whether you qualify for the **€10 discount per night (or £10 in the UK) or the complimentary cocktail**.

These offers are subject to availabilities and are valid only for stays booked on the Internet for dates between 9 July and 26 August 2007, at participating hotels in Europe, or for dates between 9 July and 7 September 2007, at participating hotels in the United Kingdom.



And that's not all. Ibis invites you to discover its big Summer Winnings 2007 game*, accessible exclusively via the Internet, with no purchase required.

Win prize cheques of €50 and €500! Playing couldn't be any easier – you just sign up before 27 August to receive the Ibis newsletter. And it's

fast! You enter your e-mail address and contact details in the form and confirm. You'll find out instantly if you've won. The answer is hidden behind a little curtain that you open with a click. As easy as pie!

**Rules and conditions of participation for the Ibis summer sweepstakes at <http://www.winningsummer.com>*

...And all the advantages of Ibis hotels for you to enjoy

During your stay, you'll benefit from the Ibis art of hospitality: a friendly atmosphere, a dynamic staff, quick to smile and always ready to help; 24-hour reception; a functional, comfortable room; quality restaurants; and round-the-clock services, such as snacks and drinks available at any time from the bar. A well-thought-out array of services and amenities that make all the difference...

Major media campaign

The Ibis 2007 summer savings campaign is being launched simultaneously in 7 countries (Belgium, France, Germany, the Netherlands, Spain, Switzerland, and the United Kingdom). Each country has its own media plan using a combination of outlets (radio and/or press and/or Internet).

(Media Campaign description to be adapted for your country or removed)

In France, a humorous 20-second radio spot describing the offer is airing on RTL, Europe 2, etc. as well as on **XXX** local radio stations from 11 June to 15 July 2007.

Ibis, the leading economy hotel chain in Europe, is recognized for its excellent service / quality / price ratio. As part of the Accor group, the 800 Ibis network hotels around the world offer quality accommodation at extremely competitive prices for both business and leisure travellers.

For full information about Ibis hotels, visit www.ibishotel.com.

Accor, the European leader in hotels and tourism, and a global leader in corporate services, operates in nearly 100 countries with 166,000 employees. It offers to its individual and corporate clients 40 years of expertise in its two core businesses:

- **Hotels**, with the **Sofitel, Novotel, Mercure, Suitehotel, Ibis, All Seasons, Etap Hotel, Formule 1** and **Motel 6 brands**: around 3,800 hotels and 450,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre**;
- **Services to corporate clients and public institutions**: 23 million people in 35 countries benefit from **Accor Services** products (human resources, marketing services, expense management).

Press contacts

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