

PRESS RELEASE

ARGENTINA
SOFITEL LA RESERVA CARDALES OPENS ITS DOORS

Paris, 08 December 2008 – Sofitel Cardales La Reserva is the first resort hotel in Argentina, blending Sofitel's premium-end services and Argentina's hospitality; the brand's 14th hotel in South America and the second in Argentina. Situated only 40 minutes outside of Buenos Aires, Sofitel Cardales La Reserva is nestled in a unique natural environment, combining its own harmonious features with the surrounding forests and close proximity of the *Rómulo Otamendi* Natural Reserve.

Sofitel *La Reserva Cardales* offers more than 159 luxury rooms with private balconies, a presidential suite and three bungalows built around a 50-acre lake. Conscious of the needs of many different travelers, Sofitel built the resort for guests seeking a perfect blend of business, leisure, wellness, and sophistication.

The hotel's business center offers several meeting rooms fully equipped with the latest technology and services required for today's executives.

Interior Design and Architecture - Architect Roberto Otero (Otero Architecture) lead the team for the hotel's interior design. Drawing upon inspiration from other examples of grand architecture, Otero conceived the design to communicate a unique message to every guest. The pivotal architectural theme became that of a "countryside hotel," leaving behind trendy hotel imagery. As a result, natural materials such as stone, wood, earth-toned wall paint were used to create public spaces that unite the indoors and outdoors to create a natural and organic atmosphere. The lobby's large and open spaces are accented with impressive paintings, and each guestroom boasts comfortable textures, a plush armchair and a luxurious bed.

A Unique Gourmet Experience with 4 restaurants – Sofitel Cardales La Reserva's diverse range of restaurants guarantees guests the opportunity to experience one of Sofitel's signature trademarks – exquisite gourmet. *La Butaca All Day Lounge* offers avant-garde cuisine in a relaxing environment and is open 24-hours a day. *Montesur Fusion Gourmet* is an Argentinean restaurant refined by a touch of French sophistication. *The Bernabé Piano Bar* offers an elegant but ideal ambience to mingle with friends and colleagues. The restaurant at *Le Spa* will offer low-calorie menu items and customized diet plans.



The Spa – Le Spa at Sofitel Cardales La Reserva harmonizes wellness, aesthetics and beauty in a 16,145-square-foot facility. For the first time in South America, Le Spa features a specialized pool, offering the body a complete hydrotherapeutic experience. Le Spa is equipped with state-of-the-art showers, a sauna and a hamam spring.

Le Spa blends its natural surroundings into its seven treatment rooms and one double treatment room. Guests of Le Spa are pampered with luxurious services such as beauty treatments, hot-rock massages, lymphatic drainage, therapeutic baths, aromatherapies, facials and anti-stress therapies.

The spa's low-calorie cuisine offers healthy food on an enticing light menu including: tea blends; anti-oxidant drinks; natural spring waters; fat-free, sugar-free and starch-free gourmet food.

Leisure - *La Reserva Cardales* offers a wide variety of leisure activities including an 18-hole golf course that spans 6,700 yards on a 135-acre site. Designed by Caprile & Capdepon, the course challenges players' skills with a combination of long and short games. The lake will entice guests with kayaking, windsurfing and sailing. The Resort Country Club features tennis courts (red clay surface), soccer fields and swimming pools. Hiking and biking are also offers as a relaxing pastime against the beautiful and natural backdrop.

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Sofitel is the only French luxury hotels brand with a presence on five continents, 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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Images on request

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SOFITEL LA RESERVA CARDALES – FACT SHEET

General Manager:	Marc Balanger
Interior Design:	Estudio Otero
Rooms:	159 luxury rooms with private balconies (from 484 square feet to 986 square feet). 1 Presidential Suite (2,260 square feet) 2 disabled-friendly rooms 3 separate bungalows overlooking the lake (807 square feet)
Restaurants:	<i>La Butaca All Day Lounge</i> (Seating capacity: 140) <i>Montesur Gourmet Fusion</i> (Seating capacity: 68) <i>Bernabé Piano Bar</i> (Seating capacity: 26) <i>Le Spa</i> (Seating capacity: 18)
Services:	SPA 18-hole golf course 4 swimming pools Private dock and beach space Nautical sports Professional soccer fields Tennis courts (red clay surface) Hiking and bike rides Heliport 4 bowling facilities Library Kid's Club Business Center Beauty parlor Boutique Indoor parking Transfers
Location:	Ruta Panamericana N° 9 – Km. 61, Buenos Aires, Argentina In the vicinity of the <i>Otamendi</i> Natural Reserve 40 minutes away from Buenos Aires City Airport 40 minutes away from downtown Buenos Aires 50 minutes away from Ezeiza International Airport 15 minutes away from Unicenter Shopping Mall 15 minutes away from downtown Buenos Aires (by helicopter ride)
Convention Rooms:	Bernardo Houssay Luis Leloir Louis Pasteur Louis Testut Albert Sabin Emile Roux
Parking:	Valet Parking
Rates for 2009:	From USD \$308 to USD \$1,965
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