

Press release

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Accor Launches A|Club worldwide hotel loyalty program

A|Club: an entirely web-based, worldwide, multi-brand, free loyalty program

Operational as of September 15 in more than **2,000 hotels in 90 countries**, A|Club will enable customers to **earn points** in **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis and all seasons hotels**.

The points can be converted into gift vouchers and used throughout the year in Accor hotels. They can also be used with partners like Club Méditerranée and Europcar, or converted into miles with leading airlines, including Air France KLM, British Airways, Delta Airlines, Lufthansa, Singapore Airlines, Thai Airways, US Airways and Qantas.

The A|Club program leverages all the strengths of Accor's brand portfolio – which covers every segment from economy to luxury – to meet the needs of an increasingly fragmented and mobile clientele looking for recognition and personalized solutions.

Because it is entirely web-based, the program also lets members manage their accounts whenever and wherever they like, while providing more personalized service.

Easy to use

The A|Club card is easy to use, and members can join after just one night in an Accor hotel or on the **www.a-club.com** website. Then, with each night spent in a participating hotel, they can earn points and exclusive benefits.

Depending on the number of hotel nights or the number of points earned in a year, members will be upgraded from one program tier to the next, with the points earned increasing significantly with each tier.

- **The A|Club card:**
 - 2 points for each euro¹ spent in a Sofitel, Pullman, MGallery, Novotel, Mercure or Suitehotel.
 - 1 point for each euro¹ spent in an Ibis or all seasons hotel.
- **The A|Club Silver card**
 - Awarded after at least 10 hotel nights or 2,500 points earned in a year.
 - 3 points for each euro¹ spent in a Sofitel, Pullman, MGallery, Novotel, Mercure or Suitehotel.
 - 1.5 points for each euro¹ spent in an Ibis or all seasons hotel.
- **The A|Club Gold card**
 - Awarded after at least 30 hotel nights or 10,000 points earned in a year.
 - 3.5 points for each euro¹ spent in a Sofitel, Pullman, MGallery, Novotel, Mercure or Suitehotel.
 - 1.75 points for each euro¹ spent in an Ibis or all seasons hotel.
 - Exclusive Services²
- **The A|Club Platinum card**
 - Awarded after at least 60 hotel nights or 25,000 points earned in a year.
 - 4 points for each euro¹ spent in a Sofitel, Pullman, MGallery, Novotel, Mercure or Suitehotel.
 - 2 points for each euro¹ spent in an Ibis or all seasons hotel.
 - Exclusive Services²

Points earned never expire, provided that the member spends at least one night a year in a participating hotel.

Considerable development potential

Designed to combine and replace the Group's existing loyalty programs, the A|Club will help to increase customer preference for Accor brands.

Like the Group's marketing initiatives, booking, sales and distribution systems, and pricing strategy, it will support Accor's growth momentum, with the objective of having **at least five million active members within three years**.

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels, with the Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands**, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre**.
- **Services**, with 30 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and loyalty, and expense management.

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¹ Or the equivalent in the local currency.

² 3-day (Platinum) or 5-day (Gold) guaranteed availability, welcome drink and gift, late check-out until 4:00 pm and room upgrades (depending on availability), at MGallery, Pullman and Sofitel.