

PRESS RELEASE

**SOFITEL GUANGZHOU SUNRICH,
FIRST FRENCH LUXURY HOTEL IN GUANGZHOU**

Paris, June 28th, 2011 – Sofitel Luxury Hotels announces the opening of its first address in Guangzhou (formerly Canton, in southern China) with the Sofitel Guangzhou Sunrich, thereby increasing its network to 20 addresses in the country.

Ideally located in the heart of Tianhe, Guangzhou's most dynamic financial and business district, the Sofitel Guangzhou Sunrich is less than one kilometer from the emblematic skyscraper CITIC Plaza and a few minutes from the East Railway Station, a veritable hub that connects Guangzhou to Dongguan, Shenzhen and Hong Kong.

“Sofitel Guangzhou Sunrich is going to breathe a little of the unique French culture into Guangzhou. The goal of this address is to become the meeting place for the city's cultural events and especially through all forms of Art,” declared Robert Gaymer-Jones, CEO Sofitel Worldwide.

The hotel offers **493 rooms and suites**, whose decor elegantly blends contemporary Asian design and Parisian chic. All rooms overhang the characteristic skyline of the Tianhe district. Everyone is pampered right into their dreams in the exclusive softness of the MyBed™ bedding signed Sofitel.

Among the **five bars and restaurants**, the fine dining-restaurant “Robata Grill & Bar”, which combines a classy steakhouse with modern Japanese Izakaya, features an authentic Robatayaki, a sushi bar with an extensive elegant walk-through wine cellar. “*Le Chinois*” highlights famous Cantonese gastronomy and the “*8 Faubourg*” reproduces around an elegant bar the décor typical of a Parisian apartment. The “*Mar-Tea-Ni*” lounge bar is the inescapable place to savor fine French pastries accompanied by rare teas suggested by a *Tea* sommelier. Like this, Sofitel creates a link between French culture and Chinese culture, a value dear to the brand.

The Sofitel Guangzhou Sunrich has 17 meeting rooms that can be adapted and personalized as well as a 900 sq.m. conference room offering the best of multimedia technology and equipment. **The InspiredMeetings Planner** becomes the unique contact to design a tailor-made project while creating memorable experiences for the participants. A personalized service for unique, inspired and inspiring meetings.



At **So SPA** with L'Occitane, the environment's absolute serenity, the original olfactory signature, the exclusive rituals and the technically advanced care given by highly qualified personnel help create a sense of total well being, for a harmony of body and mind.

The fitness area, **So FIT**, offers fitness and well-being equipment at the leading edge of technology and design and an indoor pool with a sub-aquatic music broadcaster.

Guangzhou is the capital of southern China and has a rich history and cultural heritage. It also hosts one of the world's largest commercial trade shows: The Canton Fair. If its gastronomy is famous around the world, Guangzhou is also known for the Pearl River landscapes and the luxurious Bai Yun mountain.

Sofitel, World Class Hotels & French Elegance

Sofitel is the only french luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30 000 rooms). 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, London, New York, Shanghai or Beijing, or nestled away in a country landscape in Morocco, Egypt, French Polynesia or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".

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