

Press release

Accor to open new prestigious hotel at the heart of Brussels' European quarter :

Sofitel Brussels Europe

Paris, 7 September 2006 – Sofitel, Accor's luxury hotel brand, is to open the first upscale hotel in Brussels' European quarter this coming 8 September, **Sofitel Brussels Europe**.

At the heart of the European Community's business centre, **Sofitel Brussels Europe** offers privileged surroundings for international business travellers, just 15 minutes by car from the station or airport. A limousine service is also available on request from the hotel.

A stone's throw from the European Parliament, the Borschette conference centre and Berlaymont, head offices of the European Commission in Brussels, Sofitel Brussels Europe is situated in Place Jourdan, at the centre of the European quarter.

The Parisian interior designer Philippe Capron, who has already carried out several projects for the brand such as at Sofitel Paris Bercy, has conceived the lobby of the Sofitel Brussels Europe as a space flooded with light where the reflections of white marble cladding the floor contrast with the burst of black marble that is the staircase.

Under the large circular window, surrounded by tropical plants and cradled by the murmur of the waterfall, the traveller is accommodated within resolutely contemporary surroundings where business meets luxury and well-being.

Sofitel Brussels Europe has 149 rooms, 12 of which are suites, over 7 floors. The Royal suite, over 130m², benefits from an incomparable view over Brussels and the European Parliament. All the rooms are equipped with MyBed, the new sleeping concept from Sofitel, which combines exceptional bedding with a mattress cover and duvet, ensuring a good night's sleep.

Efficiency, comfort and confidentiality: the hotel has 7 scalable meeting rooms from 36 to 240m², all benefiting from daylight. The first floor, wholly dedicated to meetings, also offers a private dining room with a capacity of 30 place settings as well as a 115m² board meeting room. With famous names, all the rooms pay tribute to people who have left their mark on the European political and economic world. **The latest technology**, audio-visual in particular, is present in the various work spaces.

Lastly, the hotel has a *Business Centre*, a private work space equipped with all the office equipment necessary for a business traveller and a European themed library as well as a 150m² fitness centre with Turkish bath.

As the **security** of our guests is taken very seriously, Sofitel Brussels Europe is endowed with a video surveillance system relayed by 60 cameras and magnetic keys ensuring secure access to the hotel floors.

Set in surroundings combining design and elegance, **the gastronomic restaurant "Spud's"**, sponsored by the great French chef Alain Senderens, offers a *tables d'hôtes*-inspired set-up, revisiting the world of the potato in an original manner.

A veritable invitation to relax, **the cosy décor of the lounge bar**, mixes the heat of carmine hues with the purity of steel and is the ideal place to relax with a cocktail after a day of meetings.

Leisure activities and sights nearby: museums and the Bibliothèque Solvay, jewel of Brussels Art Deco, classified as a historic building since 1988, invite the traveller to take a cultural interlude. The hotel is also close to the Leopold, Hap and Cinquantenaire parks, ideal for jogging in the centre of the greenest capital in Europe.

This opening is part of the Sofitel brand's desire to be present in major cities, at the heart of international centres of business. Sofitel Brussels Europe joins the five other Sofitel hotels in Belgium (Sofitel Bruges, Sofitel Brussels Toison d'Or, Sofitel Brussels Airport, Sofitel Astoria and Sofitel Ghent Belfort).

**For Reservations at a Sofitel hotel, contact the hotels directly,
or visit www.sofitel.com or www.accorhotels.com**

*Today **Sofitel** is one of the major players in the international upscale hotel market with nearly 200 properties that bring a unique French "art de vivre" to prime locations around the world.*

Sofitel is now present in all of the world's major business cities (Paris, New York, London, Washington, Berlin, Tokyo, Chicago, Bangkok, Shanghai, Manila,...), all the leading holiday resorts (Mauritius, Morocco, Egypt, the West Indies, Indonesia, Brazil...) and in the world's key international airports (Paris Charles de Gaulle, London Gatwick, Amsterdam, Chicago, Houston...).

*With 160,000 employees in nearly 100 countries, **Accor** is the European leader in hotels and world leader in corporate services. It provides its clients, individual and business, the know-how acquired over almost 40 years in its two major activities:*

- **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 pays, as well as other businesses, notably **Lenôtre**;*
- **Services to corporate clients and public institutions:** 19 million people in 35 countries use a broad range of services (food vouchers, people care and services, incentives, loyalty programs) managed by **Accor Services**.*

*All information on Sofitel hotels is available on the internet site
www.sofitel.com , accessible from the site www.accorhotels.com*

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