

PRESS RELEASE

SOFITEL INVENTS THE "CHIC PICNIC"

A CHIC AND REFINED VERSION OF OUTDOOR DINING

PARIS – 21 May 2008. With the sun shining its first rays of the season, Sofitel is celebrating the arrival of summer by creating the "CHIC PICNIC".

It's a new way of exploring a city, on the quest for an ideal spot to enjoy a generous gourmet basket prepared with care by chefs from the Sofitel hotels. The magic of Paris, the charm of Rome, the warmth of Cannes or the authenticity of Marrakech: these are some of the captivating destinations you can visit to treat yourself to a "CHIC PICNIC".

An original and refined offer combining urban destinations with old-fashioned intimacy.

"CHIC PICNIC" is a package that includes accommodation in a unique environment, the possibility of a late checkout and a delicious gourmet picnic basket you can enjoy in the setting of your choice. It includes starters, main dishes, sweets and wine or champagne.

Offer valid from 1 June to 31 August 2008 – Valid for a minimum stay of 3 nights.

FOR ALL RESERVATIONS BEFORE 15 JUNE 2008, THE 4TH NIGHT IS FREE.

Spotlight on two "CHIC PICNIC" destinations in the Sofitel network:

IN FRANCE

Sofitel Paris Le Faubourg, in the famous City of Light

An absolute must in the centre of Paris, Sofitel Paris Le Faubourg comprises two magnificent 18th and 19th century residences. Its fantastic location and its refined décor make it an ideal oasis, just minutes from Faubourg Saint Honoré, Place de la Concorde, the Louvre and the famous Champs-Élysées.

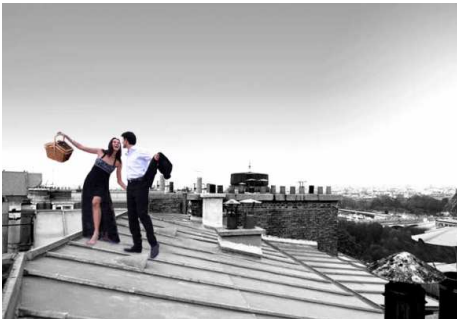
"CHIC PICNIC" at Sofitel Paris Le Faubourg – Starting at 915 euros per person for 3 nights

IN ITALY

Sofitel Rome Villa Borghese, in the heart of the Eternal City

Located between Via Veneto, **Piazza di Spagna** and the Villa Borghese gardens, Sofitel Rome offers an exquisite setting with a Roman neoclassical style. Its multi-coloured mosaics, gigantic frescoes and majestic staircases charm travellers on the lookout for a prestigious location in Italy's capital.

"CHIC PICNIC" at Sofitel Rome Villa Borghese – Starting at 871 euros per person for 3 nights



Sofitel reinvents French elegance in its hotels throughout the world.

Sofitel is the only French Luxury Hotels brand with a presence on five continents, in more than 50 countries. Sofitel proposes 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.

Discover Sofitel on www.sofitel.com

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