

PRESS RELEASE

**Sofitel, partner of the Evian Masters 2007,  
will award its "Swing & Chic" prize  
during the tournament**

**Sofitel invites all golfing fans for fabulous experiences around the  
world, mixing unique places and exceptional greens**

**Paris, 18 July 2007.** For the second year in a row, Sofitel, the luxury hotels brand of the Accor group, sponsors the Evian Masters, the world's second largest ladies' golf competition, which will be held from July 26 to 29<sup>th</sup> 2007 in Evian, France.

**The Sofitel "Swing & Chic"** prize will be presented during this 14<sup>th</sup> edition at the White evening, on Friday July 27<sup>th</sup>.

For the 2007 prize, the journalists covering the tournament will have to choose, out of the 90 players selected, the one whose style, appearance, attitude, fair play or personality stands out. The lucky winner will go on a weekend for 2 in a suite in the Sofitel of her choice.

**Golf is an original means of discovering fabulous destinations and enjoying the Sofitel experience differently...** Sofitel has chosen to present its Golf 2007 offer at the Evian Masters and to display 15 of its finest greens: from Morocco to Cambodia, from China to Mauritius, from France to Vietnam, unique golf courses and places to relax are open to all golfing enthusiasts, whether beginners or professionals.

**Sofitel and golf**

As part of Sofitel's repositioning, golf is an international vector of communication, very much in phase with the challenges of the brand. Sofitel is illustrative of a certain way of life, and shares with golf a sense of passion for precision, a spirit of conviviality and a quest for perfection.

The brand is already associated with numerous events around the world: the "Sofitel Biarritz Cup", the Asia Volvo Masters in Thailand, the Omega Tour in China, while also encouraging local initiatives across the whole network.

**Golf becoming a motivation to travel, Sofitel created special golf offers on a dedicated internet address with fabulous destinations and exceptional greens which will delight all golfing fans:**

[www.sofitel-golfspirit.com](http://www.sofitel-golfspirit.com)



**Example of a "Golf Spirit" package at the Sofitel Palais Jamaï Fez - Morocco: €630 all-inclusive, based on 2 nights/2 people, breakfasts, access to the golf course and equipment hire.**

**The Sofitel Palais Jamaï** is an invitation to discover one of the most beautiful Sofitel hotels in the world. Set high above the Medina in the heart of luxurious Arabo-Andalusian Gardens, the hotel is full of wonders, namely its bedrooms with their refined decoration, its three restaurants, its hammam and its extraordinarily relaxing atmosphere.

With views over the peaks of the Atlas mountains, the **Royal Fez Golf Course** (architect M.Cabell B Robinson, created in 1994) is an 18 hole-par 72-3452 m: a lake which stretches on forever, copses and trees, giant bunkers and the natural relief of the course which makes for many a rounded fairway... An exceptional course for the unbounded pleasure of the seasoned golfer.

**Example of a "Golf Spirit" package at the Sofitel Thalassa Miramar Biarritz - France : €870 all-inclusive, based on 2 nights/2 people, breakfasts, access to the golf course and equipment hire.**

**The Sofitel Thalassa Miramar** is an invitation to share its time between delicatessen at the two restaurants and to discover the relaxing treatments at thalasso institute.

Created in 1888 by English residents who wanted to practise their favourite sport when on holidays, **The Golf du Phare** offers a nice and beautiful course. Its emplacement is an originality itself, just near the beach, the city and ... the Sofitel Thalassa Miramar.



## **Sofitel: premium hotels around the world**

*Because no one country or city is the same, Sofitel has made each of its hotels around the world a truly unique establishment. Combining the spirit of each place with the values of modernity, refinement and absolute comfort, they are all imbued in their inimitable way with the French "art de vivre".*

*Whether their setting is a great business metropolis like Paris, New York or Bangkok, or nestling in the landscape in Indonesia, Polynesia or Brazil, each Sofitel hotel offers travelers a genuine haven of peace. So that each guest, for an overnight stay or longer, during a business trip or for a holiday, can enjoy the rich variety of these unique places in comfort and tranquility.*

**Accor**, the European leader in hotels and tourism, and a global leader in corporate services, operates in nearly 100 countries with 166,000 employees. It offers to its individual and corporate clients 40 years of expertise in its two core businesses:

- **Hotels**, with the **Sofitel, Novotel, Mercure, Suitehotel, Ibis, All Seasons, Etap Hotel, Formule 1** and **Motel 6** brands: around 3.800 hotels and 450,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre** ;
- **Services to corporate clients and public institutions**: 23 million people in 35 countries benefit from **Accor Services** products (human resources, marketing services, expense management).

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