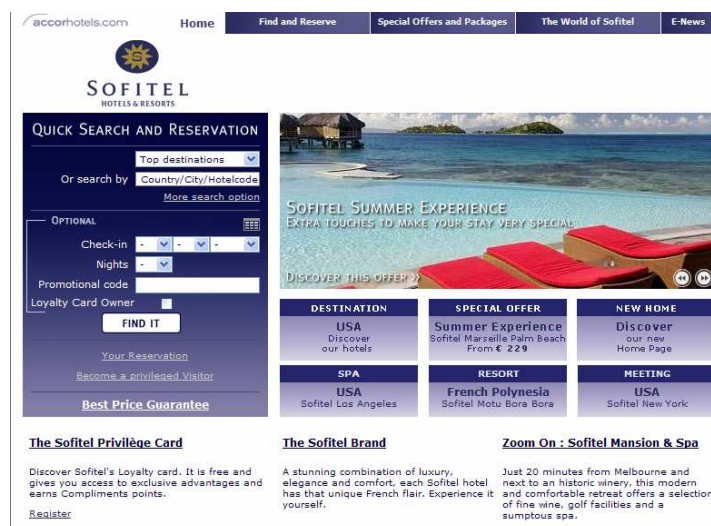


- Press Release -

New Home Page for Sofitel.com, source of inspiration...



Paris – 30 April 2007 – Sofitel displays a new Home Page for their website at www.sofitel.com, one of the first signs of the announced new momentum of the brand and their ascent in the range of luxury hotels.

This redesign maximize the efficiency of searching and reserving hotels throughout the world while at the same time offering promotional new offers and themed special offers.

A sole navigational menu simplifies the client's use of the site as it allows access to all of the various sections no matter what page is currently being viewed (Find and Reserve, Special offers and packages, The World of Sofitel...).

The new search engine, even simpler and faster than before, allows with just a few mouse clicks to find the desired hotel and becomes a generator of ideas with the ranking of the most reserved destinations.

The promotional area presents increased accessibility of all special offers of the brand. Sofitel has multiplied the number of tempting offers and wants to become a motor of inspiration by offering a new hierarchy of their offers based of the needs and desires of the client:

- “Destination” to escape away for a weekend
- “Resort” to dream without limits
- “Spa” for a ticket to relaxation
- “Meeting” for organizing an event
- “Special Offers” putting the new *Summer Experience* and its numerous exclusive features in the spotlight

The Privileged client area reminds of the numerous features associated with brand's partners (Airline companies, payment cards...) and with the Sofitel Privilège loyalty card: room available until 4pm, collect Compliments Points with every stay...

The area dedicated to the Sofitel brand focuses on the latest hotel openings across the world and current affairs (The opening of the new Sofitel Mansion & Spa in Australia...).

This new Home Page symbolizes the Sofitel universe, the experience of luxury proposed by the brand, contemporary and chic French 'art de vivre', an initial step before the complete redesign of the www.sofitel.com site planned for the end of the year.

Summer Experience: luxury, pleasure, refinement...

The Summer Experience offer proposes to live the Sofitel experience for the time of a summer; taste tranquility and absolute comfort, with **exclusive advantages** which make this seasonal break an unforgettable experience:

- Breakfast included
- Champagne every day*
- Mineral water in room
- Upgrade to a superior category room
- Room available until 4pm

List of participating countries and terms and conditions are available at www.sofitel.com

**A complimentary glass of champagne is offered by person each day except where prohibited by law. In this case, a substitute beverage will be provided. Alcohol abuse is dangerous for your health. Consume with moderation.*

***Depending on availability*

Sofitel : 200 rendez-vous privilégiés à travers le monde

Parce qu'il n'est pas un pays ou une ville semblable à une autre, Sofitel a fait de chacun de ses 200 hôtels à travers le monde des rendez-vous singuliers. Associant l'esprit de chaque lieu à des valeurs de modernité, de raffinement et de confort absolu, tous conjuguent à leur façon l'inimitable art de vivre à la française.

Qu'il s'inscrive au cœur d'une grande métropole d'affaires comme Paris, New York ou Bangkok ou qu'il se niche dans un paysage d'Indonésie, de Polynésie ou du Brésil, chaque hôtel Sofitel offre au voyageur un véritable havre de paix. Pour que chacun, l'espace d'une nuit ou d'une pause plus longue, à l'occasion d'un voyage d'affaires ou d'agrément, goûte en toute quiétude aux richesses de ces lieux rares.

Accor, leader européen dans l'univers de l'hôtellerie et du tourisme, leader mondial dans les services, est présent dans près de 100 pays avec 170 000 collaborateurs. Il met au service de ses clients, particuliers et entreprises, le savoir-faire acquis depuis 40 ans dans ses deux grands métiers :

- **l'hôtellerie**, avec ses marques **Sofitel, Novotel, Mercure, Suitehotel, Ibis, All Scason, Red Roof Inn, Etap Hotel, Formule 1** et **Motel 6**, représentant plus de 4100 hôtels et 486 000 chambres dans 90 pays, ainsi que ses activités complémentaires, avec notamment **Lenôtre** ;
- **les services aux entreprises et aux collectivités publiques** : 23 millions de personnes bénéficient dans 35 pays des prestations de **Accor Services** (tickets et cartes restaurant et alimentation, services et assistance à la personne, motivation, fidélisation).

Contacts Presse:

Anouck Weiss
Rodolphe Moulin-Chabrot
Sofitel International Communication Department
Tel: 00 33 (0)1 45 38 19 13
Fax: 00 33 (0)1 45 38 19 00
Email: rodolphe.moulin-chabrot@accor.com