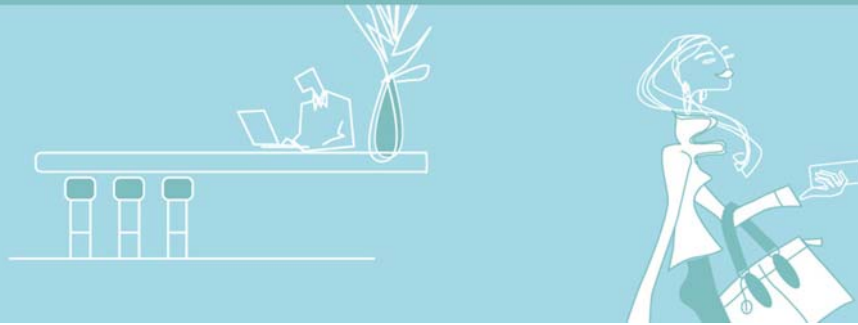




PRESS KIT

suitenovotel.com





SUITE NOVOTEL PRESS KIT

- Suite Novotel at a glance
- The Suite: spacious and flexible
- Suite Novotel Food & Beverage: freedom, originality, quality
- Always more services
- Family&Novotel makes families welcome
- Prices perfect from a few days to very long stays

Suite Novotel is a Novotel label that offers its clientele of mostly medium-stay guests a new way of experiencing hotel living. Its hotels are innovative and off-beat and cater for new consumer trends in an original and relevant way. It offers modular suites, restructured private and public areas and services that make a difference, for example the Suite Box (free and unlimited internet, local calls and VOD), free massages on Thursday nights and the free loan of a Smart for stays of more than four days. Suite Novotel has 28 hotels in 8 countries.



Suite Novotel at a glance

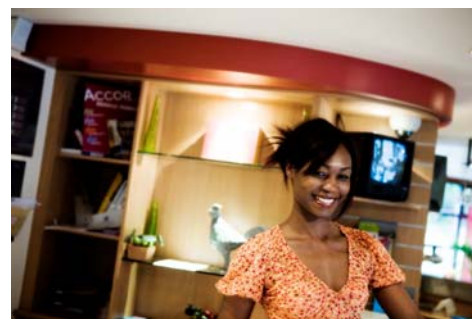


Suite Novotel: a new way of hotel living

Breaking away from the traditional hotel concept, **Suite Novotel** nurtures an off-beat spirit that invites its clientele of medium-stay travellers to enjoy a different way of hotel living.

Like a laboratory of ideas, Suite Novotel is always a step ahead. From the beginning it has toppled old habits and **introduced innovations in every area:**

- **the spaces:** hotels are composed exclusively of 30m² Suites that guests can arrange as they wish; lobbies are convivial and spacious.
- **an exclusive multimedia offer, the Suite Box:** in every Suite, the guest has **free and unlimited use** of the **Internet and the telephone** (national landlines), as well as **music and films on demand**.
- **24-hour food & drink:** The Good Morning breakfast combines taste pleasure and nutritional balance. The Boutique Gourmande, an original, concept, offers an attractive selection of prepared dishes, desserts and drinks. Each hotel has a bar.
- **services:** a Web Corner with free Internet access, a fitness centre open around the clock, a library and reading corner with magazines and newspapers, and the loan of a Smart car for guests staying more than four days.
... Plus, free massages every Thursday evening.



Hospitality, Space, and Pleasure are the prime values that inform Suite Novotel's novel approach:

- **Hospitality:** Guests are welcomed and treated **as unique individuals** by staff who are available and ready to help, friendly, open and attentive.
- **Space:** This pertains to space in the physical sense (flexible Suites of 30m²) and space as relates to time (freedom, no time constraints).
- **Pleasure** is translated by well-being and being well treated. Priority is given to making the guest feel good, free and independent, and enjoys services meet his or her needs and wishes.

Key figures (31/03/11):

- 28 hotels
- 7 countries
- Number of Suites: 3,448
- Clientele: 70% business / 30% leisure
- Number of employees: 450



An expanding network



At present the network mainly operates in Europe, in city centres, with 27 hotels and 3,200 Suites in seven countries.

Suite Novotel network

(31/03/11)



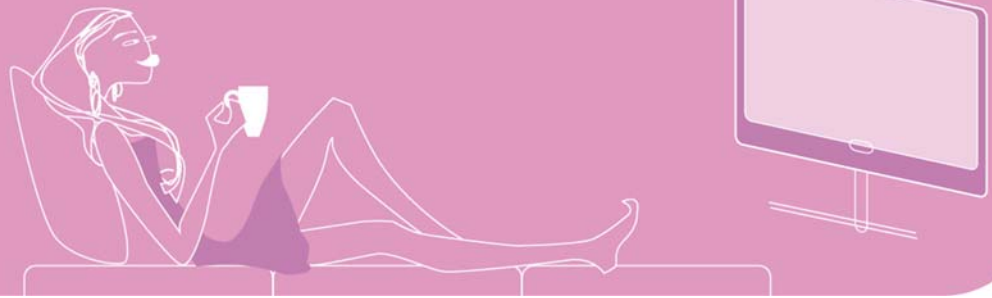
Suite Novotel's international growth aims are to strengthen the brand in Europe and establish a presence in high-potential destinations: Latin America, the Middle East, Africa.

The Novotel brand awareness and strength will accelerate Suite Novotel's growth. The new, more flexible Suite design will also be a powerful aid for city-centre expansion plans, whether they involve new constructions or conversions.

Next opening in 2011: Paris-Issy-les-Moulineaux (France).



The Suite: flexibility and freedom are key



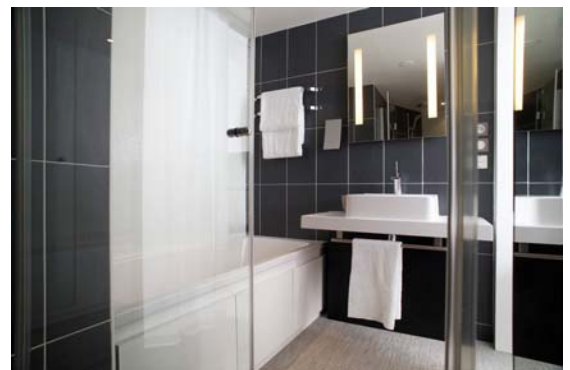
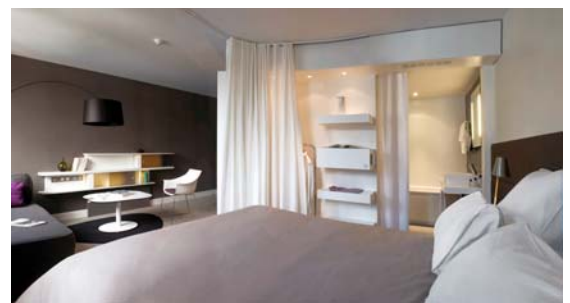
Suite Novotel only offers Suites, each a 30m²- space designed for living which guests can arrange as they wish to suit different needs at different times: working, sleeping, relaxing. Here, elegance and functionality serve one purpose: ensure the well-being and comfort of the guest.

The Suite: flexibility and freedom

The modern, functional suite features a special layout that each guest can arrange as and when he or she wishes.

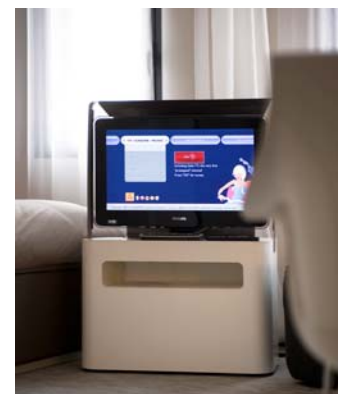
- The closet space in the entry is large enough to store suitcases.
- The living room area features a large day bed, modern design armchairs, a table whose height can be adjusted, and a 26" flat-screen TV. One corner is equipped with a microwave oven, a fridge, and an electric kettle.
- The sleeping area features a queen-size bed plus an optional single bed.
- The bathroom is equipped with a large tub and a large shower, and a selection of eco-certified toiletries from the (N) by Novotel range.

Thanks to the curtains that separate the work/relaxation area from the sleeping area and to the modular design of the furniture, the suite can easily be turned into an office or a place to receive visitors.



Stay connected with the Suite Box

Suite Novotel has equipped all its Suites with the Suite Box. With it, guests are free to surf the net with high-speed access, make as many phone calls as they want (to national landlines) or browse their photos. They also enjoy a wide choice of entertainment options, including videos and music. With the Suite Box, all these services are **free and unlimited**.



A new design to meet the changing needs of its guests

In 2010, a new Suite combines high design and innovation. As for the décor, its clean lines, modern furniture, and soft colours create a trendy yet restful environment. All new hotels will be equipped with this new Suite (Perpignan - France, Luxembourg, Malaga - Spain).



Food at Suite Novotel: freedom, originality, quality

Suite Novotel offers original and tasty Food & Beverage solutions for guests to enjoy what they want, when they want (24-hour availability), and where they want (at the hotel, to take away, or served in their Suite).

The breakfast: two ways to start the day off right

Suite Novotel's breakfast suits everyone's style:

- For those on the run: "Coffee to go" is a complimentary breakfast composed of a hot drink and a slice of cake.
- For those with more time: the "Good Morning" breakfast is an all-you-can-eat self-service, breakfast which was developed by a chef and a nutritionist and is both enjoyable and nutritionally balanced. With its original presentation, guests can easily select what they want to feel great all day long. (Composed of four food categories, each represented by a set of colours: energy, proteins, dairy, and fruit.)



The Boutique Gourmande: self-service, at any time of day or night

Inspired by new consumer trends, the Boutique Gourmande offers self-service food and drink 24-hours a day. The selection of tasty and convenient take-away products are all top-of-the-range: ready-to-eat meals, soups, salads, drinks and desserts.

Throughout the year, Suite Novotel invites its guests to sample trendy and original products, such as cookies and drinkable yoghurts by Michel et Augustin, an entire range of sweet and savoury organic products, fresh soups from Green Shoot, or Ice Pulp sorbets.



A bar for relaxing

Every night guests flock to the bar area to enjoy the warm and friendly atmosphere as well as the extensive choice of wines and beers from around the world, including red and white wines from the best producers in Argentina, Chile, Brazil, Australia and South Africa.



Always more services



Complimentary services freely accessible

- A well-being space with an In Balance Fitness by Novotel fitness room (stationary bike, cardio training, weightlifting), accessible 24-hours a day
- Relaxing massages* offered every Thursday evening at all hotels, from 7:30-9:30.
- A Web Corner with free high-speed Internet and printer access
- A library and a newspaper/magazine corner
- An ironing room

**Massages are given by physiotherapists and the seated amma massage by reflexologists (except Dubai)*

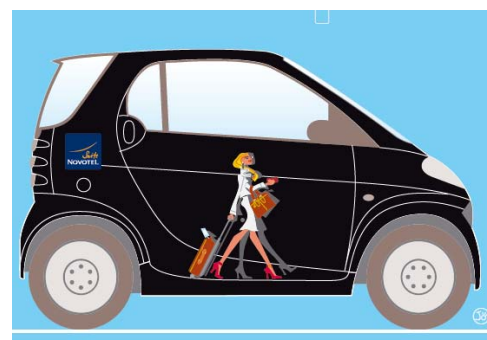


Smart* loan

So guests enjoy the freedom to get out and go where they want, Suite Novotel offers the free loan** of a Smart to anyone staying at the hotel more than four consecutive nights. An exclusive service in Europe.

** In Spain: other brand with electric car*

***Up to a maximum of four hours per day per stay after the fourth day. Subject to availability.*



Suite TV: the first preselected channel (in France only)

Suite Novotel offers a large number of international channels as well as Suite TV, the best of every channel at different time of the day and night.

Suite TV is programmed on the basis of 6 time periods, 7 days a week, 24 hours a day:

- World connection: live programming from around the world and sports
- Morning: discovery, fun, easy programs
- Good afternoon: entertainment, music, news flashes
- Happy hours: to let go, quick, short programs
- World and home: world travel, house & home, latest trends
- Eyes on the night: special reports and essential news of the day



With Family&Novotel,
families are welcome



Permanent special offers:

- Accommodation and breakfast with the family are free for two children under age 16 staying in the Suite of their parents or grandparents.
- 50% discount on a second room to accommodate children aged 8 to 16.

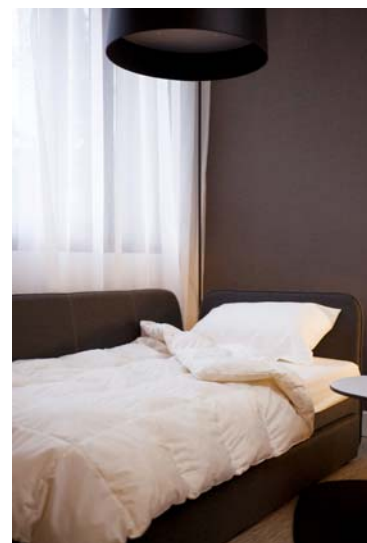


Special equipment for families:

The 30m² Suite is designed to accommodate a family of two adults and two children:

- The day bed in the living room area easily converts to sleep two persons
- The curtains between the "sleeping" and the "leisure" spaces divide the Suite into two separate spaces.
- The adjustable table in the living area can be lowered for children to use to play on.
- The Suite Box features TV channels and video games suitable for all.

And, for each child, there's a special welcome gift upon arrival.





Prices perfect
from a few days to very long stays



Suite Novotel offers a range of packages and promotions that are particularly attractive depending on the length of the stay. All are available all year round, so business and leisure clients can travel whenever they want.

4-night or 7-night packages

Suite Novotel clearly positions itself as a medium-stay hotel, both on the business and the leisure markets. Two packages reflect this stance: for 4 and for 7 nights. Can be combined with other offers.

- 4-night package: the 4th night is half-price.
- 7-night package: the 7th night is free.

The "Grand Week-End"

The "Grand Week-End" offer means no more time constraints for Suite Novotel guests. With it, they can check in and check out anytime they like between Friday noon and Monday noon, at the single price of €229, incl. tax and breakfast.

The "Grand Stay at Suite Novotel"

The Grand Stay package meets every requirement of comfort and conviviality necessary for a long stay (more than 30 days).

Family&Novotel: children stay for free

- Accommodation and breakfast with the family are free for two children under age 16 staying in the Suite of their parents or grandparents.
- 50% discount on a second room to accommodate children aged 8 to 16.

How to book a Suite Novotel hotel

- On suitenovotel.com, novotel.com or accorhotels.com, with guaranteed best prices
- Directly at Suite Novotel hotels or through Accor call centres
- Through any travel agent.

The suitenovotel.com website: discover the world of Suite Novotel

- In one year, more than one million persons visited the site to book more than 77 000 nights.
- The "Best Price Guarantee" applies to online bookings (10% discount of the same rate if the customer finds a lower rate on another site for the same stay.)

A|Club, Accor's entirely web-based, multi-brand, free worldwide loyalty programme

All Suite Novotel guests can benefit from the many advantages offered by the A|Club loyalty program by simply signing up for membership on a-club.com. At Suite Novotel, A|Club members earn 2 points for every one euro spent. The points can then be converted into gift vouchers accepted at Accor hotel around the world or by program partner businesses. A|Club points can also be converted into air miles with the member's preferred airline.



Suite Novotel in images



Suite Novotel Paris Vélizy



A design lobby at the Suite Novotel Marseille



The new Suite: a flexible frame



Good morning breakfast



In Balance Fitness by Novotel



Refurbished Suite at the Suite Novotel Reims - France