

NEWS RELEASE

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New hotel for Scandic in Forssa

Scandic and Hämeen Valtatieravintolat Oy have signed a franchise agreement regarding the Pumpulienkeli hotel in Forssa. With this agreement, the privately owned Pumpulienkeli hotel will join the Scandic chain on 1st of June 2010 and be re-named Scandic Forssa.

"Scandic Forssa will be our 29th hotel in Finland, confirming our focused approach and will to grow in this important market. It is an exciting expansion going on for Scandic in Finland", says Frank Fiskers, President and CEO at Scandic.

Scandic Forssa is located in the centre of the city Hämeentie. The hotel has 67 rooms, three conference rooms with capacity for up to 80 people, a street level restaurant as well as banquet space for as many as 200 people.

"Scandic has recently strengthened its position in the mid-sized cities of southern Finland, and we believe our increased penetration serves both our business and leisure travellers well. Scandic Forssa is a good addition to our chain, with only one hour's drive from important destinations such as Helsinki, Tampere and Turku," says Aarne Hallama, Country Vice President of Scandic Finland.

"I believe that the Scandic brand and the company's sales and marketing network will notably strengthen our hotel's position in the Forssa region," says Scandic Forssa's owner Olli Järvi.

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