

NEWS RELEASE

Stockholm, November 15, 2007

Scandic opens in the Danish city of Vejle

On February 1, Scandic is taking over the 71-room Jacob Gade Hotel in Vejle, one of the largest cities in Jutland, Denmark. The hotel chain has signed a lease with the KPC/Vingsted Centre who owns the hotel. This is the second hotel in a short time that Scandic is opening in Denmark.

November 1 saw the opening of the new Scandic Sønderborg in Sønderjylland (Jutland); the first step in Scandic's new offensive growth strategy. Now, just one month later, the hotel chain is making public yet another Danish addition, Scandic Vejle, in Vejle, southern Jutland.

"We have received an attractive offer to connect our hotel to the Scandic system, which will assist us in hastening the development of the Vingsted Centre. We wish the hotel and Scandic success with the hotel's future development," says Troels Lund, Director of the Vingsted Centre.

The hotel currently has 71 rooms, but in 2008 the Scandic Vejle will get an additional 59 rooms, bringing the total up to 130. The hotel is located in the heart of city next to the Vejle Music Theatre, which Scandic's guests have access to, especially for meetings, thanks to a close partnership. The area is in one of Denmark's most expansive regions known locally as "The Triangle Region".

"We are overjoyed at being back in Vejle after 12 years," says Frank Fiskers, President & CEO of Scandic. "The hotel is especially exciting because we have the opportunity to sell and market a new type of meetings product in partnership with the Vejle Music Theatre. Together with them we can offer meetings for more than 1,000 people in a unique and creative theatre environment," he continues.

About the hotel

Built:	2005
Restaurant:	Noden with room for 230 guests
Other facilities:	Bar, café and 60 free parking spaces
Conference capacity:	2 to 1,100 people

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Scandic is the leading hotel chain in the Nordic area and with more than 136 hotels in operation and under development, consequently one of the largest hotel operators in Europe. With a keen focus on growth we are actively pursuing opportunities to expand our network. A stay at Scandic is a step towards a more sustainable future - for our society and our environment.

Nordic common sense. scandic-hotels.com

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