



Stockholm, 29 January 2009

New Scandic hotel in the heart of Copenhagen

The renowned Palace on the town hall square will soon be joining Scandic

Wonderful, wonderful Copenhagen! April 1, 2009 Scandic will take over one of Copenhagen's genuine landmarks, the long-established Palace hotel on the town hall square. This will give Tivoli visitors, business people and Strøget shoppers seven different Scandics to choose from in the Danish capital.

The Palace hotel in Copenhagen is one of the city's best-known hotels. With its location right on the town hall square, by the Strøget shopping street and opposite the amusement park Tivoli, the hotel is as central as it gets in the Danish capital. The hotel is also home to the Brasserie on the Square and the Palace Bar, two popular watering-holes for hotel guests and locals alike.

I am incredibly pleased that this deal has been struck. Although Scandic already has a good presence in Copenhagen, we will now be visible on a whole new level. The Palace is a hotel that all the people of Copenhagen hold dear, says Frank Fiskers, born and bred in the city and now President & CEO of Scandic.

Scandic has signed a lease with the property owner Fritz Schur that starts on 1 April 2009, creating the chain's seventh hotel in Copenhagen. The new hotel is entirely in line with Scandic's expansion strategy, with its focus on the Northern and Eastern Europe, as well as filling in the blanks on Scandic's map in the Nordic countries.

Scandic Palace attracts both business and leisure travellers; therefore we are confident that the hotel will become an exciting supplement for our guests. Copenhagen's dynamic business life and wide range of shopping and entertainment, coupled with the growing collaboration within the Øresund region, creates great demand for accommodation and conference facilities, comments Frank Fiskers.

The Palace hotel was built in 1910 and has been modernised over the years. The hotel is currently undergoing a major refit of rooms, restaurant, bar and lobby area. All areas are designed and furnished in a modern, Scandinavian way that matches the building's profile. The Scandic Palace

will expand from 162 to 170 rooms.

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