

NEWS RELEASE

Stockholm, 17 February 2009

Jamie Oliver and Scandic in unique partnership

Scandic, the Nordic region's leading hotel chain, is entering into an exclusive and long-term partnership with internationally celebrated chef Jamie Oliver. The agreement was signed today, and within a few months guests at Scandic's hotels will notice some exciting changes. "We want to give our guests a little extra, a gastronomic experience to remember long after they've left the hotel. And what could be more inspiring than eating a meal composed by the world's most creative chef?" comments Scandic's President & CEO Frank Fiskers.

Good, nutritious food has always been part of Scandic's philosophy, but the hotel chain is now taking its offering up a level by entering into partnership with Jamie Oliver. Through his inspirational cookery programmes, books and campaigns, Jamie has won millions of loyal fans around the globe. He has a style all of his own, making food that is delicious yet accessible. Jamie is also one of the most trust-worthy and inspirational chefs in the world today and it was this combination which prompted Scandic to contact the popular chef and opinion-former, an initiative that has now led to a unique cooperation agreement.

The cooperation agreement between Jamie Oliver and Scandic will run for three years with a focus on different target groups each year. The first year we pay tribute to all kids, whom from this summer will be able to try out completely new children's menus at all 150 of Scandic's hotels. Many traditional meals will be revamped and accompanied by superb new dishes, naturally prepared using organic ingredients.

"Scandic has a long history of reinvigorating the industry by thinking along new lines. We're now continuing along our chosen path by being the first hotel chain to enter into a close and long-term partnership with Jamie Oliver, a celebrated profile who stands for creativity, quality and strong, healthy values. Jamie's down-to-earth charisma and professional commitment mean that we feel great trust in and admiration for each other. Scandic and Jamie Oliver feels like a fantastic combination," explains Frank Fiskers, President & CEO of Scandic.

"I'm really looking forward to working with Scandic. I've done some research into their hotels and I'm very impressed by what I've seen and the way they look after people. I'm very careful about choosing companies to work with, and only really get excited about partnerships when I feel that we share the same values. Working with a hotel chain is a new platform for me, and it'll be cool to work with food in a whole new arena," states Jamie Oliver.

For more information, please contact:

Frank Fiskers, President & CEO, Scandic, tel: +46 709 73 52 03

Thomas Engelhart, Senior VP Commercial Operations, Scandic, tel: +46 709 73 50 96

Helena Nilsson, Senior VP Corporate Communications, Scandic,
tel: +46 709 73 51 45, e-mail: helena.nilsson@scandichotels.com

Scandic is a modern hotel chain where conscious people come for inspiration and renewed energy. With about 150 hotels and 30,000 rooms, we are already one of the largest hotel companies in Europe. And we are continuing to grow – within a few years, there will be over 200 Scandics to choose from. Visit scandichotels.com.

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