

News Release

Rezidor SAS announces the first Radisson SAS hotel in Italy Radisson SAS es. Hotel Rome

Sophisticated design and top class facilities in the heart of Rome

Rome, 24 February 2005 - Today Radisson SAS es. Hotel Rome and a number of invited guests celebrates its official Grand Opening. This is now the first property of Radisson SAS brand in Rome, Italy. In October 2004, Rezidor SAS Hospitality has signed a management agreement with Roscioli family, the owners of the fabulous ES Hotel. The property is now branded as a Radisson SAS Hotel and is currently being upgraded. During the past few months the management company, together with the owners, have worked to develop a quality that would match the growing demand of the discerning international travellers.

Kurt Ritter, President CEO of Rezidor SAS commented: "I am very happy to welcome the fashionable es. Hotel to the Radisson SAS portfolio. Internationally well known Radisson SAS brand will help to develop additional markets for the es. Hotel. It is our first property in Rome and it brings the brand back to Italy after a three year gap. This management agreement will bring us a solid platform for further expansion and brand development in Southern Europe. The design, style and philosophy of this hotel reflects perfectly our new breed of Radisson SAS Hotels.

This prestigious property was first introduced by the Roscioli Family, who marked the history of hoteliers in the Italian capital. The Roscioli call it the marriage between "science and art" - the science of management and the art of hospitality. "We want this property to be known as a grand hotel where simplicity reigns, and that is why we have made the choice of design, a precise sign of our times which seeks out the essential of form and of human relationships," says Davide Roscioli, Managing Director Radisson SAS es. Hotel Rome.

Designed by Jeremy King and Riccardo Roselli, the ES Hotel opened in 2002 to huge critical acclaim and has since won many awards and quickly established itself as home to Rome's many glamorous celebrities. Conceived to pamper its guest by pre-empting every need and satisfying all expectations, the hotel has been described as a new concept in luxury travel, where style, design and technology blend with outstanding service to create a haven of refined pleasure.

Radisson SAS es. Hotel Rome is situated on the Esquiline Hill within walking distance of Domus Aurea, Coliseum and close to the Airport Express train at Termini Station. The hotel has 235 individually designed guest rooms including 27 suites; two restaurants, Sette, a rooftop, gourmet restaurant, and Zest cocktail bar and lounge; a high tech conference centre that can be divided into three smaller modular conference rooms for up to 500 people; a spa, outdoor and indoor fitness areas, and a unique rooftop pool. A 450 space car park completes the list of hotel's impressive facilities.