

PRESS RELEASE

Brussels, 17 July 2006

Radisson SAS announces the exotic opening of its resort and thalasso in Djerba

Radisson SAS Hotels & Resorts, today, announced the opening of its very first hotel in North Africa – Djerba, an island off the south-east coast of Tunisia.

Radisson SAS Resort and Thalasso, Djerba focuses on leisure and business travellers looking for a memorable experience in serene surroundings of an exotic island. Radisson SAS' legendary Yes I Can! service philosophy gracefully blends with the splendid landscape of the island, which boasts miles of fine sandy beaches and a rich historical legacy.

Further strengthening its reputation and expertise in managing world-class hotels and resorts in Europe, Middle East and Africa, the Radisson SAS resort features an exclusive spa centre called the Athénée Thalasso. The resort is located in the heart of the tourism sector in a sumptuous estate and is only a few miles away from the main town of Houmt Souk. The resort is located within close proximity to several golf courses (ten minutes), a casino (five minutes) and Djerba international airport (20 minutes.)

The resort's comprehensive facilities include an elite relaxation and fitness area, which includes three outdoor pools over a surface of approximately 1,100 square metres, an indoor pool with sauna, Jacuzzis and hammam. One of the prominent highlights of the resort is its thalasso therapy centre spread out over an area of approximately 3,000 square metres, with direct access from the resort.

The resort also offers its guests excellent choices for leisure and recreational activities, such as four tennis courts, a children's club, a water sports base, a library, an external discotheque and other outdoor beach activities. Radisson SAS' guests can also benefit from the dedicated concierge service for excursions, car rentals and golf and restaurant bookings.

The Radisson SAS Resort and Thalasso, Djerba offers 276 stylish guestrooms, including 14 junior suites and six ambassador suites. All guestrooms offer spectacular views over the sea or landscaped gardens. The resort is designed and equipped to offer a comfortable stay and facilities of an international hotel brand, including Free High Speed Internet Access in all guestrooms.

The mouth-watering food and beverage outlets, where local flavours blend with international favourites, complete the picture for a truly exotic holiday or business meeting. **Le Céramique**, with Mediterranean buffet bar and terrace overlooking the sea; **Zafferano**, the Southern Italian bistro; **Flamingo**, an Andalusian lounge club and restaurant; **Turquoise**, the beachside café-bar-restaurant; and **Mokka**, the Moorish-style lounge; are all dedicated to creating unique flavours for the resort's guests while they enjoy the breathtaking views and serenity of the island.

The resort is finely equipped for welcoming business travellers with its state-of-the-art meetings and conference facilities. There are seven modern and highly equipped conference and meeting rooms, accommodating up to 350 delegates. All meeting and conference rooms offer High Speed Internet Access (free for guests staying at the resort), a foyer and a business centre.

The new Radisson SAS Resort and Thalasso, Djerba is a marvellous combination of a high-quality resort experience and the outstanding diversity of the island of Djerba.

FOR FURTHER INFORMATION PLEASE CONTACT:

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NOTES TO EDITORS:

Radisson SAS Hotels & Resorts, part of Rezidor SAS Hospitality, offers first class service, providing guests with a contemporary, upscale hospitality experience. Radisson SAS has received numerous awards for Best Hotel Chain and is renowned for its "Yes I Can" spirit of service and the "100% Guest Satisfaction Guarantee". September 2005 saw the roll out of a free broadband service across the portfolio – the first international hotel chain to offer this service. Radisson SAS currently includes 190 hotels either in operation or under development, in 49 countries, in Europe, the Middle East and Africa.

For more information, please visit www.radissonsas.com.

Rezidor SAS Hospitality is one of the fastest growing hospitality companies in the world and currently has 282 hotels in operation or under development, encompassing over 56,500 rooms in 50 countries.

In September 2002, Rezidor SAS Hospitality announced a unique deal with US-based Carlson Hotels Worldwide to expand selected Carlson brands in Europe, the Middle East and Africa (EMEA). Rezidor SAS now operates **Radisson SAS Hotels & Resorts**, **Regent International Hotels**, **Park Inn** and **Country Inns & Suites** along with the goldpoints plus™ loyalty programme for frequent hotel guests. Initially, Rezidor SAS Hospitality was a wholly owned subsidiary of the Stockholm-based SAS Group. In June 2005, Rezidor SAS Hospitality completed the strategic agreement with US-based Carlson Hotels Worldwide, which resulted in an enhancement of their long-time franchise partnership into a shareholder agreement. Carlson Hotels Worldwide acquired a 25 percent shareholding in Rezidor SAS Hospitality from SAS group in return for renegotiated commercial terms of the parties' current Master Franchise Agreement.



In November 2005, Rezidor SAS signed a worldwide license agreement with the Italian fashion house Missoni, to develop and operate a lifestyle hotel brand of the same name: Hotel Missoni.

Rezidor SAS Hospitality Corporate Office is based in Brussels.

For more information on Rezidor SAS and its different brands, visit www.rezidorsas.com.