

NESPRESSO AND RADISSON SAS SIGN A PREFERRED PARTNERSHIP AGREEMENT

Nespresso becomes the coffee partner of choice for more than 181 Radisson SAS Hotels & Resorts across Europe, the Middle East and Africa

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Radisson SAS Hotels & Resorts, the first class, full service hotel brand of Rezidor SAS Hospitality, today announced a Preferred Partnership Agreement with Nespresso, the worldwide pioneer in developing perfectly portioned coffee and one of the fastest growing businesses of the Nestlé Group.

Under this agreement, Nespresso becomes the coffee partner of choice for more than 175 first class Radisson SAS Hotels & Resorts in 48 countries across Europe, the Middle East and Africa. Nespresso coffee machines will be present in all Radisson SAS' Business Class and Royal Club Rooms & Suites, as well as in the meeting & conference rooms.

"The partnership with Nespresso further strengthens our strive for establishing Radisson SAS as a preferred hotel brand amongst the modern business travellers. Nespresso brand is known worldwide for its unique concept, individuality and sophistication and this perfectly complements the future generation of Radisson SAS Hotels & Resorts", says Kurt Ritter, President & CEO of Rezidor SAS Hospitality. "Enjoying a perfect cup of freshly brewed coffee in comforts of your own room is a service that I am sure our guests will enjoy and appreciate", adds Kurt Ritter.

Under the new partnership agreement, Nespresso will offer all participating Radisson SAS Hotels & Resorts its unrivalled coffee "trilogy", which includes:

1. A selection of some of the world's highest quality Grand Cru coffees, packaged in hermetically-sealed pods for individual choice and long-term freshness. This includes one Ristretto, two Espressos, two Lungos (long cup coffees), one decaffeinated blend, and two Limited Editions annually.
2. Smart, stylish and technologically advanced Nespresso coffee machines, which come equipped with a proprietary brewing system, including several essential elements that work together harmoniously to provide the perfect cup of coffee conveniently — time and time again.



REZIDOR SAS HOSPITALITY

AVENUE DU BOURGET 44, 1130 BRUSSELS, BELGIUM ■ TEL: +32 2 702 92 00 ■ FAX: +32 2 702 93 00 ■ www.rezidorsas.com

3. Professional, premium-level customer service, including a customized coffee and accessory delivery service, guaranteed within two working days of ordering; comprehensive technical assistance, troubleshooting and annual maintenance services; exclusive offers; and recommendations and advice from experienced Nespresso coffee specialists.

"The upscale hotel market has become extremely competitive over the last few years, and attention to customer service and high quality amenities has never been more important – especially for business travellers," says David Dreschner, Vice President, Purchasing Services of Rezidor SAS Hospitality. "I am extremely happy to have joined forces with an international brand that provides a superior level of product and service, which our guests can enjoy in their own rooms or throughout the meeting & conference facilities in our hotels".

