



PRESS RELEASE

Brussels, May 16, 2007

Park Inn takes off – presents a branded airplane

Park Inn, the fast growing mid market brand of The Rezidor Hotel Group, features its own airplane: In cooperation with the German low cost carrier “germanwings”, a regular 142-seat Airbus A319 has been transformed into a real artwork and is now presenting the eye-catching mosaic of the Park Inn colors red, blue, yellow and green as well as the hotel brand strap line “Sleep Well. Live Well”.

For a 3-year period, the airplane will be part of the “germanwings” fleet, heading to more than 66 destinations all over Europe – amongst them many vibrant cities with Park Inn hotels such as St. Petersburg, Stockholm, Berlin, London, Zurich and Nice.

Venue for the major metamorphosis of the “naked” airbus was the Irish airport Shannon. The transformation took a team of 24 people working on the plane around the clock for 10 days. To complete this project, they used a total of 190 litres of primer and 80 litres of paint. The first take off brought the Park Inn airplane to Cologne in Germany where its official Christening will be celebrated on May 29, 2007.

“The Park Inn airplane is a symbol for our young, dynamic and innovative hotel brand”, comments Kurt Ritter, President & CEO of The Rezidor Hotel Group, “and it’s a lot more than a marketing gag: Park Inn and “germanwings” have signed a strategic partnership – including advertising, ambient onboard media, loyalty marketing and corporate contracts, both for hotel rooms and flights. For Park Inn, even the sky is no limit.”

For further information, please contact:

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Notes to editors:

Park Inn is a fresh and energetic mid market hotel brand – global in outlook, national in scale and local in operation. The hotel brand prides itself ‘on mastering the essentials’ delivering a great affordable hotel experience within its class. Efficient, uncomplicated service results in hassle-free visits. Rooms are functional, comfortable, practical and most importantly clean and well maintained. Park Inn provides ‘the best sleep in town’ and places the bed at the top of its list of product priorities. Park Inn currently has 75 hotels in operation and under development in 17 countries across Europe, the Middle East and Africa.

For more information, visit www.rezidorparkinn.com