

The development of Golden Tulip and Tulip Inn continues with the brand transition of three fully-owned hotels

Paris, 6th June 2011 – Louvre Hotels Group is pleased to announce that three fully-owned hotels are now incorporated into the Tulip Inn and Golden Tulip brands:

- the Kyriad Prestige, Roissy becomes part of the Golden Tulip brand;
- the Kyriad Prestige, Warsaw becomes part of the Golden Tulip brand;
- the Campanile, Antwerp becomes part of the Tulip Inn brand.

The move to the Golden Tulip brand enables the hotels located in Roissy and Warsaw to take advantage of the notoriety of Golden Tulip's 4-star rating, well identified among the international professional and leisure clientele.

Campanile Antwerp's move under the Tulip Inn brand targets midrange international clients, and is part of Louvre Hotels Group's diversification strategy for its activities in Belgium, where he currently has one Première Classe hotel, seven Campanile hotels and three Golden Tulip hotels.

Pierre-Frédéric Roulot, President of Louvre Hotels Group, said: *"We welcome these first transitions of fully-owned hotels under the Golden Tulip and Tulip Inn brands, as they are the perfect illustration of our brand policy's rationalization. With seven clearly differentiated and complementary hotel brands, we are able to optimize our offer on each market according to their specificities and to local reputation of our brands, in order to meet our clients' needs at best."*



Golden Tulip Paris CDG Airport Villepinte - 153 rooms

This business hotel located near Paris enjoys a privileged location near Roissy Airport and the Parc des Expositions, Villepinte.

High quality services are offered in accommodations, incentives and catering service with a buffet or a *à la carte* service, along with a relaxation area: sauna and fitness room, lounge and business corner.



Golden Tulip Warsaw Centre - Poland - 133 rooms

The hotel is part of the largest resort hotel group in Poland with 464 rooms under the Première Classe, Campanile and Golden Tulip brands. A 4-star service for the hotel-restaurant hosting mainly international business customers.



Tulip Inn Antwerpen - Belgium - 126 rooms

Located 3 km from the city center, 700m from the railway station, 1 km from the ANTWERP Airport, this 3-star hotel enjoys a privileged location for business and leisure clientele.

About Louvre Hotels Group, the 8th largest hotel group worldwide

Louvre Hotels is a Groupe du Louvre subsidiary and is managed by Pierre-Frédéric Roulot. It was established in 1976 and since 2005 has been by Starwood Capital Group.

In July 2009 Louvre Hotels joined forces with the Golden Tulip Hospitality Group, when Starwood Capital Group took over the latter. This move propelled Louvre Hotels Group (Louvre Hotels & Golden Tulip) to the position of **8th largest hotel group worldwide**.

Louvre Hotels Group operates **seven clearly differentiated hotel brands**, ranging from 1 to 5 stars: Première Classe, Campanile, Kyriad, Kyriad Prestige, Tulip Inn, Golden Tulip and Royal Tulip.

Thanks to its expansion plans in growth markets, as well as markets in which the group already has a strong presence (France, Europe, North Africa, Brazil and India), Louvre Hotels Group is a key player in the international hotel industry. It now counts more than 1,000 hotels, representing a total capacity of over 80,000 rooms in 40 countries, managed under three different business models: affiliate, management contract and franchise.

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