

## The Enzo hotel chain joins the Kyriad brand

Paris, 8 March 2011 – Twelve hotels with a total capacity of almost 800 rooms that are currently operated under the Enzo brand will gradually join the Kyriad network over the next three years, as part of the new “Kyriad **DESIGN ENZO**” brand.

Enzo 3-star hotels have a modern and sophisticated design inspired by the world of fast cars and grand prix. All the hotels are new or have been recently renovated. Their owner, Yves Richer, is planning to invest approximately ten million euros to bring them up to “Kyriad 2010” standards.

The first franchise contracts will be signed next month for the following hotels:

- One hotel in Thionville (72 rooms), exit 43 on the A31 motorway. The hotel has a fully equipped conference room and a spa, available for use by all hotel guests at no extra cost. All rooms are air-conditioned and facilities include a flat-screen TV, complimentary tray and mini bar.  
The hotel is scheduled to open on 1 April 2011.
- One Hotel in Saint Witz, previously under the Mercure brand, (112 rooms), situated near the Charles de Gaulle Paris airport. This hotel offers the same facilities as the Thionville hotel, and will operate under the “Kyriad **DESIGN ENZO**” brand from 6 April 2011.

Statement by Pierre-Frédéric Roulot, President of Louvre Hotels: *“We are delighted to announce the partnership with the Enzo chain, which will enable us to further expand the Kyriad network. Kyriad is the only French brand of alternative 2-3 star hotels, which has recently celebrated its 10th anniversary. The new hotels, which will be operated under the Kyriad **DESIGN ENZO** brand, offer strategic locations close to large cities or major motorways. They fit perfectly with Kyriad’s high quality standards and our aim to provide our customers with an ever more comfortable and individual hotel experience.”*

### About the Enzo hotel chain

The Enzo chain was founded by Yves Richer, who has a long experience in the hotel industry. The hotels are designed around a unique concept inspired by the world of fast cars and grand prix: coffee table bases made out of car engines, car parts incorporated into the decor, ultra modern design, etc. All the hotels have a wellbeing centre.

Enzo hotels can be found throughout France, in strategic locations close to large cities or major motorways.

### About Louvre Hotels

Following its acquisition by US investment fund Starwood Capital Group in 2005 and its affiliation with Golden Tulip Hospitality Group in 2009, the Louvre Hotels group is currently the 8th largest global player in the hotel industry, with more than 1,000 hotels in 40 countries ranging from 1 to 5 stars.

The group currently operates seven brands: Première Classe, Campanile, Kyriad, Kyriad Prestige, Tulip Inn, Golden Tulip and Royal Tulip.

### Press contacts

#### Louvre Hotels

Camille Sassi +33 (0)1 42 91 47 40, csassi@louvre-hotels.com  
Olivia Meyer +33 (0) 01 42 91 49 71, omeyer@louvre-hotels.com

#### Brunswick

Laetitia Pasquier +33 (0)01 53 96 83 83  
Louvre@brunswickgroup.com