

PRESS RELEASE

**SOFITEL WINS AWARDS AROUND THE GLOBE  
DISTINCTIONS FOR THE SOFITEL EL GEZIRAH AND THE SOFITEL METROPOLE HANOI**

**Paris, March 31, 2008.** Sofitel is thrilled to receive 2 prestigious distinctions.



The recently opened Sofitel El Gezira in Cairo just received the « International Star Diamond Award » in the category « Finest Newest Hotel in Egypt », awarded during the recent ITB fair in Berlin.



Tucked away on the island of Gezira in the heart of the Egyptian capital, the Sofitel El Gezira is a haven of tranquility for discerning travelers. Opened mid-2007, the hotel offers its guests luxurious facilities, refined architecture, delightful cuisine in its five restaurants and, of course, a superb spa. The signature of French decorator Pierre-Yves Rochon renowned worldwide ensures the utmost in elegance and state of the art comfort.



The International Star Diamond Awards are an initiative of the American Academy of Hospitality Sciences, renowned worldwide for awarding excellence in the global travel and luxury services sector. Each year, the American Academy bestows its coveted awards exclusively on five star establishments that are deemed to be of pinnacle quality.





Moreover, the legendary Sofitel Metropole in Hanoi also received the prestigious Award for Best Hotel in Vietnam, in the 10th Annual Awards for 2007 of Business Asia.

Built in 1901 in a pure colonial style in Hanoi, then the capital of the Indochinese Union, the Métropole was one of the most refined and exclusive western palace hotels in the Far East.



Business Asia is one of Australia's leading trade-focused publications. Published quarterly, Business Asia provides readers with in-depth coverage of the latest issues, news and trends concerning business and trade within the vitally important Asian market.

These awards follow the high rankings achieved by Sofitel in the sixth annual Travelers' Choice Awards released in January by TripAdvisor®, the world's largest travel community.

- Sofitel New York placed No. 1 in Best in the 25 Most Popular Destinations, No. 2 in Top 10 Best Luxury – U.S. and No. 25 in Top 100 Best Luxury – World.
- In Canada, the Sofitel Montreal captured the No. 10 spot among the Top 10 Best Luxury – Canada.
- Sofitel Philadelphia was praised as the top-rated hotel in Philadelphia.
- In South America it was Sofitel Buenos Aires that received the No. 3 placement in Top 10 Best Luxury – South America as well as No. 96 in Top 100 Best Luxury – World.
- Finally, Sofitel Roma listed No. 7 among the Best in the 25 Most Popular Destinations and No. 63 in Top 100 Best Luxury – World.



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## **Sofitel reinvents French elegance in its hotels throughout the world**

Sofitel is the only French luxury hotels brand with a presence on five continents, in more than 50 countries. Sofitel proposes contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, New York or Bangkok, or nestled away in a country landscape in French Polynesia or Brazil, each Sofitel property offers a genuine experience of the French art de vivre.

Discover Sofitel on [www.sofitel.com](http://www.sofitel.com)

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