

PRESS RELEASE

**CONCIERGE OF SOFITEL MONTREAL ELECTED PRESIDENT
OF PRESTIGIOUS LES CLEFS D'OR ORGANIZATION**

TORONTO, May 3, 2011 – Sofitel Luxury Hotels is pleased to announce the appointment of Virginia Casale, concierge at Sofitel Montreal Golden Mile, to President of the Union Internationale des Concierges (UICH) Les Clefs d'Or, an internationally esteemed organization of the world's top concierges. Reflecting Sofitel's ongoing dedication to providing excellence in guest satisfaction, as well as the French standard of unmatched service, Casale was honored with the distinction during the 58th Annual UICH Les Clefs d'Or International Congress, held May 2 in Toronto.

"It is truly a great accomplishment to have Virginia representing Sofitel in this world-renowned organization" said **Robert Gaymer-Jones, CEO of Sofitel Luxury Hotels**. "With French roots, both Sofitel Luxury Hotels and Clefs d'Or share a standard in upholding the highest level of guest services and experience."

Connecting the world to French elegance in each of its 120 properties worldwide, Sofitel Luxury Hotels and its ambassadors have always placed a strong emphasis on personalized service, with a decidedly French flair. The properties' individual concierges, such as Sofitel Montreal's **Virginia Casale**, carry on this magnifique brand vision for guests, whether it is a simple greeting of bonjour, a nearby restaurant suggestion or the fulfillment of a lavish request. With Casale's appointment to President of Les Clefs d'Or, her new status helps exemplify guest standards at all Sofitel properties and highlights the brand's strategic "art de vivre" experience.

With more than 25 years of experience in the guest services industry and a member of Les Clefs d'Or for more than 20 years, Virginia Casale is the first Canadian woman to be appointed worldwide president and the second woman to hold the position. She has worked at many of Montreal's premier hotels and has served as a concierge at the Sofitel Montreal Golden Mile since 2002, as well as president of the Canadian chapter of Les Clefs d'Or.

"It is my esteemed honor to lead this organization on behalf of Sofitel," said Virginia Casale, newly appointed President of Les Clefs d'Or. "Throughout the Sofitel worldwide-network, we have always placed an emphasis on unparalleled service for our guests, creating a legacy not only for the brand, but also for that of our French heritage. I look



forward to sharing this foundation and our brand's tradition of excellence with the international community of Les Clefs d'Or."

Throughout the Sofitel Luxury Hotels network there are currently 70 **esteemed concierges who are members of Les Clefs d'Or**, with many earning leadership roles within the organization. At this year's Congress, more than 25 concierges within the Sofitel network traveled to Toronto from properties in South America, Europe and Asia, making Sofitel the most widely represented hotel brand at the prestigious annual event. Founded in Paris in 1952, Les Clefs d'Or spans more than 50 countries worldwide and includes more than 4,000 members who pride themselves on providing guests with the highest quality of service and commitment. To apply to the organization, members must undergo a rigorous application process which evaluates and tests each applicant's level of experience, commitment to the organization, and letters of recommendation.

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Sofitel, World Class Hotels & French Elegance

Sofitel is the only French luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30 000 rooms). Sofitel offers 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, London, New York, Shanghai or Beijing, or nestled away in a country landscape in Morocco, Egypt, French Polynesia or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre."

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