

MEDIA CONTACT:

Alice Swinhoe / Andrea Wait
Amanda Gore-Booth / Di de la Rue
ZFL PRCo
Tel: 020 7259 1100

For Immediate Release

**SOFITEL LOS ANGELES:
A NEW FLAGSHIP FOR SOFITEL IN THE UNITED STATES**

21 June 2006 - Accor is strengthening its Sofitel network in the United States with the complete renovation of Sofitel Los Angeles, making the property a flagship and leader in the development of the brand.

More than \$40 million has been devoted to the project, illustrating Sofitel's desire to become a benchmark for luxury hotels in the US, with 10 other Sofitel hotels located in the country's biggest cities including New York, Chicago and Washington D.C.

The highly-anticipated opening of the Simon LA restaurant and the Stone Rose bar & lounge marks the end of the main work on Sofitel Los Angeles before the opening in September of LeSpa and meeting / convention areas.



Situated on the corner of the La Cienaga and Beverly boulevards, the hotel enjoys a privileged location in the heart of the Californian metropolis, close to the famous Beverly Centre, the luxury boutiques of Rodeo Drive and Melrose Avenue as well as the fashionable places of Sunset Boulevard.

The American architects Cheryl Rowley and Yabu Pushelberg have worked together to make Sofitel Los Angeles a resolutely contemporary hotel, with the influence of French *art de vivre* and the typical avant-garde energy of Hollywood. The hotel has been completely redecorated, from the lobby open on two levels to the rooms and bathrooms, to bring guests back to the time of the great studios and legendary stars. A timeless mixture which could be called Californian Art Deco, playing on nostalgia for the 1930s, 1940s and 1950s, the era of glamour, magnificent décor, stars' grand houses and in particular the masterpieces of the great architect Frank Lloyd Wright on the hills of Los Angeles and the Palm Springs desert.



The decor plays on the contrast of materials and colours: Macassar ebony contrasts with the cream lacquer of the furniture with its minimalist lines. The armchairs, covered with chocolate and ivory-coloured velvet, invite you to relax in this warm and contemporary atmosphere, enlivened by the pistachio green of the night tables and the bed cushions.

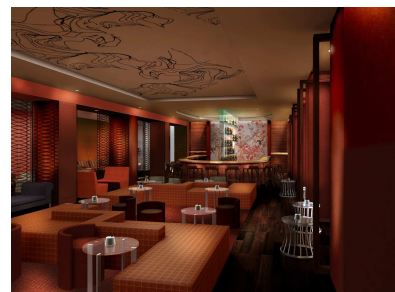
Many of the 295 rooms enjoy a direct view of the famous HOLLYWOOD letters on Mount Lee. All are equipped with the latest technology including flat screen televisions, MP3 connections and high-speed Internet. The bathrooms feature rain showers and the ingenious Switchlite Glass system that allows the glass walls to be made opaque and to allow the sunlight in. At the press of a button, guests can choose between intimacy or a view of the Hollywood hills through the windows. In addition, the suites feature flat screen televisions in the bathrooms and Bose hi-fi systems.

All rooms are equipped with MyBed, the new Sofitel bed system, combining exceptional bed linen with a mattress cover and a duvet, assuring beauty sleep and ideal for recovering from jetlag.



The menu at the Simon LA restaurant has been created by chef Kerry Simon. Renowned for having turned the culinary scene in Las Vegas upside down with the opening of the Simon Kitchen & Bar three years ago, he offers contemporary American cuisine. The restaurant has a large outside terrace to profit from the Californian sun all year round. This new location should rapidly become a favourite for the inhabitants of the nearby famous neighbourhoods of Hollywood, Beverly Hills and Pacific Palisades. Kerry Simon also oversees a creative room service if guests get peckish during the day or night. To complete the offering, he has created an original children's menu as well as a special menu, lighter but no less delicious and designed for those wanting to keep a star figure.

Sofitel Los Angeles will without any doubt be a fixed item on the circuit of talked-about venues with the opening of **Rande Gerber's** new bar & lounge, Stone Rose, whose name is a tribute to the group of the same name and to the rock music of the 1980s which has made a comeback as one the biggest trends of the moment. Famous throughout America for having created a new concept in exclusive bars with a chic and trendy atmosphere, the new emperor of the night brings with him his effective trademark: contemporary décor, original cocktails, unique ambiance and a "famous and beautiful" clientele.





For tired and stressed guests, a well-being area of more than 450 m², LeSpa at Sofitel, will offer, from September, relaxing massages and beauty treatments. The cosmetic products and essential oils used are from the famous cosmetics brands Décléor and Carita. Eight private cabins will allow optimal relaxation and intimacy. The decoration of the Spa draws its inspiration from typical Californian elements

while at the same time playing on water and the famous light which attracted filmmakers in the 1920s.

The fitness centre, So Fit, nearly 250 m² in size, will supplement the Spa. Illuminated by sunlight, the Sofitel Los Angeles Fitness Centre offers a complete range of equipment, the benchmark gymnasium amongst hotels in Los Angeles, with 14 cardio training machines and 20 body-building units. A team of coaches will be there to advise guests, whatever their level, desire or physical condition. Nancy Kennedy, who has over 15 years' experience as a coach, and her husband Bobby Strom, former New York police officer and professional bodybuilder, have formed a team of personal trainers at Sofitel Los Angeles. The couple are famous for having conducted the fitness coaching of celebrities such as Jennifer Lopez and Shakira.

Sofitel Los Angeles has called upon the best talents in their domain to offer even the most demanding of guests an unforgettable stay in the heart of wild Hollywood, with the associated glamour and glitter, comfort and technology.

The complete renovation of Sofitel Los Angeles marks Sofitel's desire to reinforce its presence in North America while becoming the benchmark for luxury hotels in the region, following the example of the 10 Sofitel hotels already operating in key cities such as New York, Chicago, Miami and Washington.

For more information on all Sofitel properties, call 0870 609 0964 or visit www.sofitel.com or www.accorhotels.com

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Sofitel: 200 premium hotels around the world

Because no one country or city is the same, Sofitel has made each of its 200 hotels around the world a truly unique establishment. Combining the spirit of each place with the values of modernity, refinement and absolute comfort, they are all imbued in their inimitable way with the French “art de vivre”.

Whether their setting is a great business metropolis like Paris, New York or Bangkok, or nestling in the landscape in Indonesia, Polynesia or Brazil, each Sofitel hotel offers travelers a genuine haven of peace. So that each guest, for an overnight stay or longer, during a business trip or for a holiday, can enjoy the rich variety of these unique places in comfort and tranquility.

Accor, European leader in hotels and tourism, global leader in corporate services, operates in nearly 100 countries with 160,000 employees. It offers to its individual and corporate clients nearly 40 years of expertise in its two core businesses:

- **Hotels, with the Sofitel, Novotel, Mercure, Suitehotel, Ibis, Red Roof Inn, Etap Hotel, Formule 1 and Motel 6 brands:** over 4,000 hotels and 475,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre**, ambassador of the gastronomy ‘à la française’ worldwide;
- **Services to corporate clients and public institutions:** 21 million people in 35 countries benefit from **Accor Services** products – meal and food vouchers, people care, incentive and loyalty programs.

Media Contacts:

Anouck Weiss
Rodolphe Moulin-Chabrot
Sofitel International Communication Department
Tel: 00 33 (0)1 45 38 19 13
Fax: 00 33 (0)1 45 38 19 00
Email: rodolphe.moulin-chabrot@accor.com