

Rezidor SAS announces 14 Park Inn hotels in Sweden

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Brussels, 11 March, 2003. Today, Rezidor SAS Hospitality announces the introduction of its international, mid-market Park Inn brand in Scandinavia, with the addition of 14 hotels in Sweden, through the signing of a franchise agreement with Software Hotels.

"This deal represents a significant step in the new multi-brand expansion strategy for Rezidor SAS. Our ambition is to reach 700 hotels within 10 years under the four brands," says Kurt Ritter, President & CEO for Rezidor SAS Hospitality.

Park Inn hotels are highly efficient, fresh and innovative, international mid-market hotels. They focus on mastering the essentials of a great hotel experience within their class; having warm and casual service, being spotlessly clean, easy to use and safe. But most of all, it is Park Inn's aim to provide, quite simply, the best bed in town.

Fredrik Korallus, Senior Vice President & COO for Park Inn Hotels, comments: "These 14 hotels represent a strong launch for the Park Inn brand in Sweden, our country of origin. They typify the product and service levels which Park Inn strives to achieve."

Software Hotels includes 14 properties in Sweden, of which 10 are Winn hotels and four top conference hotels. The company has grown significantly during its 10 year history, mainly through acquisitions. The group is also known for its culinary excellence and has a number of restaurants listed among the best in Sweden.

"For us it is very valuable to join Park Inn and Rezidor SAS, since we will now be able to provide an interesting alternative for their customers. Being part of their powerful reservation and marketing systems will broaden our customer base and strengthen our market position," says Börje Nordberg, CEO of Software Hotels.

The 14 hotels are located in Kvänum/Vara, Karlskrona, Sandviken, Vargön/Vänersborg, Täby/Stockholm, Falun, Gislaved, Gävle, Haninge/Stockholm, Nyköping, Solna/Stockholm, Uppsala, Värnamo and Västerås.