

Brussels, June 2, 2010

Park Inn becomes “Park Inn by Radisson”

The Rezidor Hotel Group, one of the fastest growing hotel companies worldwide, announces a new name for their mid market brand Park Inn: With immediate effect, Park Inn becomes **Park Inn by Radisson**. “This new name is in line with our decision to strongly focus on the development of our two core brands. Park Inn is a young brand which we launched in early 2003 only and brought to over 140 hotels with over 26,000 rooms in operation and under development across EMEA. The link with Radisson and its great strength and reputation will allow Park Inn to grow even faster and to be even more efficient. We are also confident that this brand endorsement will further increase the brand awareness for both Park Inn and Radisson”, comments Kurt Ritter, President & CEO of Rezidor.

Park Inn has been developed as a fresh and dynamic mid market winner – bringing colour to life and priding itself on mastering the essentials better than the competition. This concept has been successful: In 2009, Park Inn won the prestigious J.D. Power Award for the highest guest satisfaction in Europe in its category. Also Rezidor’s design- and service concept conscious First Class- and Full Service brand Radisson has been awarded recently: In spring 2010, it overtook Hilton as Europe’s largest upper upscale brand.

The re-naming process will start in Park Inn’s key home market, the United Kingdom (but will exclude the M25 area of London), and be a gentle evolutionary process across Europe, Middle East and Africa. “We will implement Park Inn by Radisson on a gradual basis, avoiding unnecessary waste of signage and collateral, and will make sure that any disruption of the operational business will be minimal”, says Kurt Ritter. A dedicated marketing and sales campaign will support the transition of all Park Inn hotels to Park Inn by Radisson which will be completed by the end of 2011.

For further information please contact

Christiane Reiter, Director Corporate Communication
+32 2 702 9331, christiane.reiter@rezidor.com

Renu Snehi, Director Corporate Communication
+32 2 702 9241, renu.snehi@rezidor.com

About The Rezidor Hotel Group

The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of more than 400 hotels in operation and under development with more than 86,300 rooms in over 60 countries.

AVENUE DU BOURGET 44
B-1130 BRUSSELS, BELGIUM
T: +32 2 702 92 00
F: +32 2 702 93 00
www.rezidor.com



HOTEL **MISSONI**



Press Release

THE
REZIDOR
HOTEL GROUP

Rezidor operates the brands **Radisson Blu Hotels & Resorts**, **Regent Hotels & Resorts**, **Park Inn** and **Country Inns & Suites** in Europe, Middle East and Africa, along with the goldpoints plusSM loyalty programme for frequent hotel guests. Under a worldwide licence agreement with the iconic Italian fashion house Missoni, Rezidor also operates and develops the new lifestyle brand **Hotel Missoni**.

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson Companies is the main shareholder.

The Corporate Office of the Rezidor Hotel Group is based in Brussels, Belgium.

For more information on Rezidor, visit www.rezidor.com



HOTEL **MISSONI**



Regent

AVENUE DU BOURGET 44
B-1130 BRUSSELS, BELGIUM
T: +32 2 702 92 00
F: +32 2 702 93 00
www.rezidor.com