

PRESS COMMUNICATION

Sofitel, partner of the 2008 Evian Masters, will present its *Swing & Chic* prize and unveil its most beautiful golf destinations during the tournament

Sofitel invites golf lovers to special rendezvous around the world that combine unique places and exceptional greens

Paris, July 21, 2008. For the third consecutive year Sofitel is the partner of the Evian Masters, the second biggest international women's golf tournament, which takes place from July 24 to 27 2008 in Evian.

The Sofitel 'Swing & Chic' prize will be presented during this 15th edition at the 'White' evening on Friday July 25.

For the 2008 edition the journalists present will elect the woman whose style, look, attitude, fair play, or personality will have distinguished her from among the 90 specially elected candidates. The woman who succeeds Paula Creamer will be awarded with the well-known sleeping concept, MyBed, a Sofitel hallmark which invites travelers to indulge in a new night experience that wraps the promise of refreshing sleep in a cocoon of softness.

Golf is an original way of discovering special destinations and of living the Sofitel experience differently... Sofitel has chosen to enhance its Golf 2008 offer at the Evian Masters with 14 of the most beautiful greens: from Marrakech to Angkor, China to Mauritius, France to Vietnam, unique courses and relaxing destinations will be offered to all golf lovers, novices or professionals.

Sofitel and golf

Golf is an international line of communication that is in keeping with the brand's issues and therefore fits in as a part of Sofitel's repositioning. Partners in a certain art of living, Sofitel shares the passion for precision, the spirit of conviviality and the quest for perfection with the sport of golf.



An open relationship with the world which is dear to Sofitel is demonstrated by a strong international engagement through many national events with which the brand is associated, like the Deutsche Bank Championship in Germany or the Omega Tour in China, and of course, the local initiatives across the entire network such as the Sofitel Biarritz Cup in France.

Since golf in itself is becoming a motivation to travel, Sofitel has created specific packages and set up an Internet address dedicated to its golf offer; special destinations and exceptional courses which will delight all golf lovers:

www.sofitel-golf.com

Examples of destinations proposing the 'On the Fairways' offer : nights, breakfasts, access to the golf course and material rental.



MOROCCO

The Palais Jamai is an invitation to discover one of the most beautiful Sofitel addresses in the world. Perched above the medina in the heart of luxurious Arab-Andalusian gardens, the hotel unveils its marvels: its finely decorated rooms, its three restaurants, its hammam and its relaxing atmosphere.

Facing the summits of the Mid Atlas mountain range, **the Fes Royal Golf** (architect: M. Cabell B Robinson, created in 1994) is a 18-hole course featuring 3.8 yards with a par of 72: a lake that stretches out to infinity, woods and trees, giant bunkers, the naturally hilly course which multiplies the cambered fairways...an exceptional course for the profound pleasure of experienced golfers.



FRANCE

Staying at **Sofitel Biarritz Le Miramar Thalassa** is offering yourself a blue enchantment: the blue of the ocean, the turquoise swimming pool, the pastel or azure sky. It means dividing your time between the invigorating mellowness of the beach, delicious, low-calorie gourmet meals in its two restaurants and the multiple benefits of the thalassotherapy institute.

Created in 1888 by a few British residents who wanted to practice their favorite sport during their holiday months, **the 'golf du Phare' (Lighthouse golf course)** offers a course that is both competitive and very beautiful. But its originality lies in its location more than anything else; it offers the immense privilege of being both close to the beach, to town and to...Sofitel Biarritz Le Miramar Thalassa.



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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

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