

Press release
February 25, 2010

New Accor Executive Committee

As part of the project to demerge the Group's two businesses, Hotels and Prepaid Services, Gilles Pélisson, Chairman and Chief Executive Officer, has created a new Executive Committee to lead Accor Hospitality, the world's leading hotel operator, as it fulfills its strategic commitment to becoming Europe's largest hotel franchisor and one of the world's top three hotel groups.

As a result, the Executive Committee will now comprise:

Chief Operating Officers of the major regions:

Yann Caillère	Chief Operating Officer, Europe, Africa and Middle East in charge of Sofitel Worldwide, Construction and Maintenance
Michael Issenberg	Chief Operating Officer, Asia Pacific
Michael Flaxman	Chief Operating Officer, Americas

Corporate functions:

Jean-Luc Chrétien	Executive Vice President, Hotel Marketing and Distribution
Sophie Goldblum-Flak*	Executive Vice President, Business Transformation, Innovation, Technologies and Sustainable Development
Patrick Ollivier	Executive Vice President, Global Human Resources
Olivier Poirot	Chief Financial Officer in charge of Motel 6/Studio 6 and Procurement
Pascal Quint	Corporate Secretary and Secretary of the Board of Directors in charge of Legal Affairs, Insurance and Risk Management

In addition, **Jacques Stern**, Deputy Chief Executive Officer in charge of Services and Finance, will be responsible for Group Finance until the Extraordinary Shareholders' Meeting voting on the demerger.

***Sophie Goldblum-Flak** has joined the Executive Committee as Executive Vice President, Business Transformation, Innovation, Technologies and Sustainable Development.

Ms. Goldblum-Flak, 38, is a graduate of Institut d'Etudes Politiques in Strasbourg and EM Lyon.

After beginning her career at Unilever International Paris, she joined Accenture in 1998, where she became a partner in charge of innovation and sustainable development strategies.

At Accor, she will oversee change management programs to support the Group in the transformation of its businesses, particularly the shift to management and franchise contracts. She will also be in charge of information systems and of integrating new technologies into the hospitality offering, while strengthening the Group's position as a leader in innovation and sustainable development.

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels**, with the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1** and **Motel 6** brands, representing 4,100 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, **Accor Thalassa, Lenôtre, CWL**.

- **Services**, with 33 million people in 40 countries benefiting from Accor Services products in employee and constituent benefits, rewards and incentives, and expense management.

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