PRESS
RELEASE

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Novotel launches its online boutique novotelstore.com

From October, 1st 2010, the chain guests can now go online and bring part of the Novotel experience at home.

Novotel, the Accor group's mid-range hotel brand, is strengthening its special bond with customers by launching an online store under the Novotel name: novotelstore.com.

Novotel attentive to customer demand

Novotel is responding to genuine demand from customers impressed by the quality of the products they use during their stay. The brand is diversifying its offering by giving guests the opportunity to demonstrate their attachment and remain connected with the brand after leaving the hotel.
Novotel has channeled its service expertise into the website. Web users can receive advice directly when placing an order via instant messaging or by calling customer service on: 00 800 123 22 123*.
novotelstore.com has been launched worldwide.

* European free phone number – Available Monday to Friday from 8 am to 8 pm (GMT+1) – Free from a fixed line or + 33 1 41 51 54 24

The complete Novotel experience at home

On novotelstore.com, loyal customers of the brand are invited to rediscover all the Novotel values through a selection of products:

- comfort: Novotel bed, pillows, quilt covers
- well-being: bath set, bathrobe, "N" bath & shower products
- family: B.a.b.a design table and chairs, Barbapapa pouf, Barbapapa cushions
- avant-garde contemporary art: DVD Art Digital, Graphic creations by Novotel

notelstore.com on your mobile
Photograph this barcode with your mobile phone to access the online store.

Hotels at Home, the online store expert

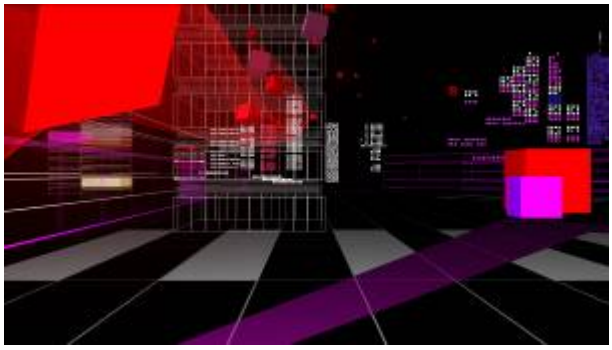
For this project, Novotel joined forces with Hotels at Home, which specializes in make-the-difference loyalty marketing programs. It provides marketing and logistics assistance to the hotel industry and is world leader in creation of online stores for clients all over the world. For instance Hotels at Home already collaborates with Sofitel through the online store SoBoutique.

Bedlinen set – from €195 to €235

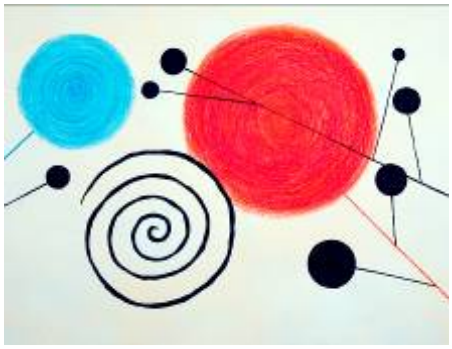
Bathrobe – €50

B.a.b.a table – from €669 to €749

Barbapapa pouf – €209



DVD Art Digital – €25



Graphic creations by Novotel
Lucy Buck - €120

Novotel *offers nearly 400 hotels and resorts located in the heart of major international cities, business districts and tourist destinations in 58 countries. Through a consistent top quality offer, Novotel contributes to the well-being of business and leisure travelers alike: spacious rooms with flexible features adapted to both work and relaxation, a balanced choice of food and beverages available around the clock, meeting rooms, friendly, attentive staff, children's play areas, fitness centers and places to relax. Novotel also committed very early on to sustainable development by participating in the Green Globe environmental certification program.*
For more information about Novotel hotels: novotel.com.

Press contact:
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