

PRESS RELEASE

## A STUNNING NEW LOCATION IN SHANGHAI

**Paris, June 17<sup>th</sup>, 2010** – Sofitel Luxury Hotels has recently signed a new management agreement in China for its future flagship in Shanghai, the Sofitel Shanghai Jing'an, scheduled to open in 2011. This address will be the third Sofitel in Shanghai, with a fourth one on the outskirts of the city in Sheshan, and is set to be one of the city's most luxurious hotels with an iconic building design.

The Sofitel Shanghai Jing'an will enjoy an ideal location in the center of the city, at the intersection of Beijing Road and Jiangning Road and mere steps away from the famous Nanjing Road. This very central location is surrounded by international headquarters, luxury boutiques and the city's most popular malls – like Puxi's renowned Plaza 66 – and near the former French concession, museums and the Shanghai convention center. The building also has a number of floors with the most advanced office space, which offer the perfect solutions for local enterprises or multi-national corporations.

The future Sofitel Shanghai Jing'an will occupy 32 of the building's 61 floors, offering 515 rooms, 82 of them suites, on levels 29 through 54.

The first and second level will be home to the Lobby Lounge and two restaurants, one international, and the other spotlighting the full range of Chinese cuisine.

The top level, on the 55<sup>th</sup> floor, will feature a bar and restaurant with an innovative concept that perfectly reflects the hotel's clean modern decor, with suspended gardens and an exceptional view of both the east and west of the city.

The Sofitel Shanghai Jing'an will also devote a full 1,500 m<sup>2</sup> to wellness, with a So SPA, a So FIT, an indoor pool and a beauty salon.

Finally, on the 3<sup>rd</sup> level, 2,900 m<sup>2</sup> will be designed for business, featuring a ballroom, a junior ballroom, a variety of configurable spaces and a business center.

"I am particularly excited to welcome this true flagship to the Sofitel network. The Sofitel Shanghai Jing'an, with its excellent location, will be a valuable asset for the brand both in China and abroad. After the Sofitel Wanda Beijing, the hotel will be our second jewel in a country where Sofitel already has a strong presence," says Sofitel Monde COO Robert Gaymer Jones.

**Sofitel in China**



The brand, which already boasts a network of 23 hotels in China, is consolidating its presence with this new addition. The agreement was signed at a time when the brand has just announced two new locations in China, the Sofitel Lianyungang Suning Galaxy and the Sofitel Haikou, which will open their doors in 2013 and 2014 respectively. It is also preparing to open two more between late 2010 and early 2011: the Sofitel Dongguan Humen Oriental and the Sofitel Guangzhou Sunrich.

\* \* \* \* \*

**Sofitel, World Class Hotels & French Elegance**

*Sofitel is the only french luxury hotel brand with a presence on five continents with 130 addresses, in almost 40 countries (more than 30 000 rooms). Sofitel offers 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, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji Islands or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".*

Discover Sofitel on [www.sofitel.com](http://www.sofitel.com)

Discover A|Club at Sofitel, the new worldwide Accor loyalty program on [www.a-club.com](http://www.a-club.com)

**Press Relations Sofitel Worldwide**

Rodolphe Moulin-Chabrot

rodolphe.moulin-chabrot@sofitel.com

