

PRESS RELEASE

**SOFITEL PARTNERS WITH AIR FRANCE FOR MILESTONE
INAUGURAL FLIGHT**

PARIS, November 20, 2009 – This weekend, Sofitel Luxury Hotels is honored to be the hospitality partner chosen by Air France to host guests of the airline's inaugural airbus 380 flight along the prestigious route from Paris to New York City.

From their arrival on American soil today, the passengers of this historic flight will be welcomed by the exceptional staff at Sofitel New York. The art deco hotel offers the perfect location for guests in the heart of Manhattan, just a few blocks from the celebrated lights of Times Square. For guests of the inaugural flight from New York to Paris (taking place tomorrow), Sofitel Paris Arc de Triomphe and Sofitel Paris Le Faubourg will have the pleasure of receiving the flight's VIP guests. These two attractive properties encompass the distinct Parisian spirit of the popular Right Bank with elegance and style.

The passengers on board the inaugural flight will receive a complimentary issue of French newspaper *Le Figaro*, highlighting Sofitel's "Life is Magnifique" ad campaign. Photographed by famed English photographer Tim Walker, "Life is Magnifique" depicts the essence of French sophistication and luxury found at Sofitel properties worldwide.

Representing their French roots amongst the pulsating beat of New York, Sofitel and Air France stand united for the same passion: To provide an exceptional travel experience and to receive guests with elegance and personalized service.

Sofitel, World Class Hotels & French Elegance

Sofitel is the only French luxury hotel brand with a presence on five continents with 130 addresses, in more than 50 countries. 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".

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