

Press Release

July 2, 2009

Accor updates accor.com website

Accor has launched a new corporate website that showcases:

- The strategic priorities of its Hotels and Services businesses
- Its corporate social responsibility commitments
- A careers section
- A presentation of the Group's extensive brand portfolio

The **600-page** site features videos, podcasts, 16:9 slideshows, interactive flash animations and other multimedia content to make browsing more intuitive and user-friendly.

Customers account for 36% of the site's **300,000 monthly visitors** and job seekers 34%. To ensure broad access, the website integrates special functions for the blind and vision-impaired.

Key changes to the overhauled site include a calendar of corporate and brand events and the possibility of converting Web pages to PDF format and subscribing to thematic RSS feeds. Other features will soon be added, including a glossary, a multimedia library, a basket for stocking and downloading data and an e-mail notification system for receiving company news alerts.

From a technical standpoint, this is the first time Accor has chosen to deploy a TYPO3 Open Source content management system.

Nurun, WordAppeal and Valtech helped design the new website.

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, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands**, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre**;
- **Services**, with 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and motivation, and expense management.

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