

PRESS RELEASE

THE PARIS SCRIBE HOTEL EARNS ITS FIFTH STAR

Paris, June 3rd, 2010 – The Paris Scribe Hotel managed by Sofitel has obtained its 5th star, based on the new French hotel classification, in recognition of its long tradition in the art of entertaining and its exceptional service.

To earn its fifth star, the Paris Scribe Hotel had to satisfy a specification with more than 200 conditions to fulfill, including infrastructures, facilities, service and reception. This classification is in line with the international standards and puts an end to the “French exception,” which limited the highest hotel classification to four stars luxury.

After the Sofitel Paris La Défense, Sofitel Lyon Bellecour, Sofitel Marseille Vieux-Port, Sofitel Biarritz Le Miramar Thalassa and Sofitel Porticcio Thalassa, the Paris Scribe Hotel is the 6th Sofitel address to obtain the 5th star in France. This is a great recognition for the brand, which naturally nourishes its ambition to become the leading French and European ambassador of the international hotel profession.

Sofitel’s other hotels in France will apply for this 5th star after their renovation. Today the Sofitel network has 11 French addresses, including three Thalassa establishments.

The Paris Scribe Hotel – Located in the heart of Paris, close to the Garnier Opera and the Place Vendôme, the Scribe Hotel is among the capital’s historic grand hotels. Erected in 1860, this year it celebrates its first 150 years and is publishing a book that recounts this century and a half of history as prestigious as it is captivating. The aristocratic headquarters of the Jockey Club, the birthplace of cinema in 1895, the headquarters for the most famous writers and photographers after Liberation and even the Parisian residence of Josephine Baker, the Scribe Hotel is an integral part of the hotel industry’s illustrious past. Decorated by a veritable ambassador of French taste, Jacques Grange, the Scribe Hotel also occupies a privileged place in the Parisian hotel industry today. Finally, the Scribe Hotel won renown a long time ago for its service and reception, by appointing the first women caretakers and receptionists, and even by being responsible for the Golden Keys founded in 1952 by the hotel’s head caretaker. Vincent Arnaud, the Scribe Hotel’s general manager is committed to pursuing this tradition of high standards, innovation and the art of entertaining.

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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".

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