

PRESS RELEASE

## SOFITEL ASHGABAT OGUZKENT

### THE BRAND'S FIRST LOCATION IN TURKMENISTAN

**Paris, April 7, 2011** – The Sofitel Luxury Hotels brand has just opened its first location in Turkmenistan (Central Asia) in the city of Ashgabat, an oasis in the Karakum Desert at the foot of the Kopet-Dag Mountains.

By opening the **Sofitel Ashgabat Oguzkent**, Sofitel has taken its first step into Central Asia with a premier business hotel set in the heart of a rapidly growing city galvanized by its access to oil and gas resources and by the cotton industry, respectively named black gold and white gold.

The new hotel is downtown, across from the Neutrality Arch. Its contemporary look with a white marble and glass façade reflects the renaissance of Turkmenistan and blends Turkmen traditions with modern amenities.

The Sofitel Ashgabat Oguzkent offers **299 rooms, including 48 suites**: 10 Junior Suites of 105 m<sup>2</sup>, 24 Prestige Suites of 160 m<sup>2</sup> and **14 Presidential Suites** of 325 m<sup>2</sup>, each with a name that refers to the country's history.

The lobby is arranged around a fountain, above which stretches a monumental, 12-story atrium.

#### **Business amenities**

The Sofitel Ashgabat Oguzkent offers a unique negotiation room of more than 800 m<sup>2</sup> that can host 30 delegations at a round table equipped with the best technology (microphones, videoconferencing equipment, video transmission, interpreting booths, etc.) as well as a 2,500 m<sup>2</sup> conference center to hold meetings and events for groups of 10 to 1,000 people, including many configurable spaces. All services can be customized, and a dedicated team ensures that each event goes perfectly smoothly.

#### **Restaurants, Bars & Lounges**

At Sofitel, pleasure and a friendly ambiance are a form of art. Realizing that restaurants and bars are places for sharing that combine the grand tradition of French cuisine with the latest fusion trends from around the world, the Sofitel Ashgabat Okuzket offers 3 restaurants with 3 distinctive cuisines.

**The international restaurant « Amu Darya »**, which seats 140 diners, offers cosmopolitan cooking with continuous service. The setting is designed to be interactive, with an immense central buffet and a fully open kitchen, which puts on a show to invite guests into the heart of



the experience as spectators and witnesses to the freshness of the ingredients. In summer, diners can enjoy a spacious outdoor terrace by the pool.

Named after the thoroughbred horse which is the national pride, **the Eastern restaurant « Akhal Teke »** can serve up to 60 diners; it pays homage to Turkmen, Turkish and Lebanese flavors in a traditional setting.

On the top floor, the menu at **La Table panoramic bar and restaurant** offers the best of French culinary expertise with an emphasis on the rituals of cheese and wine. The layout of the space, with a raised bar, provides a private, intimate setting for small groups or families. The large bay windows overlooking the city make it a part of downtown Ashgabat that is still protected from the bustle of downtown.

Finally, the contemporary **Lobby Bar** is a perfect gathering place and meeting place, ideal for business meetings.

### **Health and fitness**

The Sofitel Ashgabat Oguzkent features more than 1,000 m2 of space entirely devoted to health and fitness: an indoor pool, 2 outdoor pools, 12 massage rooms including one two-person room, 2 saunas, 2 hammams, a manicurist and pedicurist, and more. In addition to these spa amenities, the hotel offers a fitness room with the latest generation equipment.

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

*Sofitel is the only french luxury hotel brand with a presence on five continents with 120 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, Shanghai or Beijing, or nestled away in a country landscape in Morocco, Egypt, French Polynesia or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".*

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