

### **WORLDHOTELS appoints Robert Hornman as new Vice President**

Frankfurt, September 1, 2008 – WORLDHOTELS, the international hotel group for independent hotels, announced today the appointment of Robert Hornman as Vice President Europe Middle East and Africa & Worldwide Sales and Distribution. In this newly created position, he will oversee all operations within the EMEA Region for the company, as well as assuming worldwide responsibilities for the sales and distribution activities of the group. Hornman will join the company on September 16th and will be based at the company's corporate head office in Frankfurt, Germany.

Hornman joins WORLDHOTELS directly from Accor where he served in a number of positions, including Vice President Sales and Marketing Asia, as well as Vice President Global Sales and Business Development in the company's head office in Paris. Previous roles include Managing Director of former Accor Dorint SMARD GmbH, a sales, marketing management and distribution company responsible for the 400 Accor Dorint hotels in Germany at the time, and Vice President Operations Sofitel for Germany, Austria, Switzerland and Eastern Countries.

Michael Ball, CEO of WORLDHOTELS commenting on the appointment, said;

“We are pleased to welcome an industry professional like Robert Hornman who adds outstanding international experience to the company. His first hand knowledge of widespread geographical markets and channels, together with his operational experience at a senior level of one of the world's leading hotel groups makes for a powerful combination, to help take WORLDHOTELS forward.”

Robert Hornman added:

“I am delighted to be joining WORLDHOTELS at such an exciting time in the company's long history. In recent years the group has both expanded and

extended its position in the international hotel sector and now represents over 280 hotels in EMEA, and almost 500 worldwide. Together with a network of over 30 sales offices and a blue chip list of corporate customers and consortia, it is well positioned for fast track growth. I look forward in assisting in that development.”

**About WORLDHOTELS:**

- WORLDHOTELS is the longest established Europe based global group for independent hotels and regional hotel brands.
- The company's strong emphasis is on properties with character and distinction. It has almost 500 affiliate properties in more than 300 destinations and 70 countries worldwide.
- Under the banner “Unique Hotels for Unique People”, WORLDHOTELS offers business and leisure travellers a wide choice of individualistic accommodation options in three distinct collections – Deluxe, First Class and Comfort.
- WORLDHOTELS' guests benefit from an extensive portfolio of partnerships, including frequent flyer programs from 18 of the world's leading international airlines, including Air France/KLM, United Airlines and Lufthansa.
- To its affiliate hotels, WORLDHOTELS provides a wide range of sales, marketing, distribution and related services.

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