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Fairmont Hotels & Resorts Joins Green Key Eco-Rating Program in United States

Horsham, PA; September 23, 2009 – The Green Key Eco-Rating Program (Green Key) today announced that Fairmont Hotels & Resorts has committed its portfolio in the United States to becoming members of the Green Key Eco-Rating Program.

The recent launch of the Green Key Eco-Rating Program in the United States signifies the evolution of the program from its Canadian roots to one that serves the needs of conservation-minded properties across Canada and the U.S. The partnership between Green Key and Fairmont Hotels & Resorts, an environmentally progressive hotel group with close to two decades of experience greening its operations, dates back to the original development of the program in the mid-1990s.

“As a true leader in environmental stewardship, Fairmont sees value in working with like-minded partners to reduce its environmental impact and promote operational sustainability,” said Sarah Dayboll, Fairmont’s Manager of Environmental Affairs. “Expanding the Green Key program to our US-based properties, supports Fairmont’s brandwide commitment to minimizing its impact on the planet, as it provides our hotels with another tool to audit, benchmark and also enhance their environmental activity.”

The Green Key evaluation is a comprehensive 140-question audit that is self-administered by the staff at the participating property, covering a broad range of operational areas and sustainable practices. Upon completion, the answers are tabulated and the property is awarded a ranking of 1 to 5 Keys and a corresponding display plaque. The property also receives a comprehensive report that includes recommendations, best practices and potential areas for improvement and savings, and a listing on the www.greenkeyglobal.com website, a valuable resource for environmentally conscious travelers. Unlike other programs of this nature, Green Key includes random, on-site verification of audit results, mitigating the risk of score inflation.

“As a recognized leader in Canada and globally in terms of sustainable hotel practices, we are very pleased that Fairmont Hotels & Resorts has made this commitment as we launch Green Key in the United States,” explained Tony Pollard, President of Green Key Global.

The cornerstone of the program is its focus on sound sustainable practices specifically for the lodging industry. Green Key was developed by a leading environmental engineering firm with support from the Canadian Government to withstand the scrutiny of a wide-range of environmental experts. The program

has also received praise from the U.S. Office of the Federal Environmental Executive (OFEE), the Partnership for Global Sustainable Tourism Criteria and the Rainforest Alliance and is listed in the American Hotel & Lodging Association's (AH&LA) [Green Resource Center](#).

For more information on Green Key or to register your property now, visit www.greenkeyglobal.com, call +1.888.752.7061 or email info@greenkeyglobal.com.

About Fairmont Hotels & Resorts:

A leader in the global hospitality industry, Fairmont Hotels & Resorts is a celebrated collection of distinctive hotels, which includes iconic landmarks like Fairmont Le Château Frontenac in Québec City, Kenya's Fairmont Mount Kenya Safari Club, and London's The Savoy, reopening later this year following an extensive restoration program. Fairmont hotels are one-of-a-kind properties where sophisticated travelers can discover culturally rich experiences that are authentic to the destination. Situated in some of the most exclusive and pristine areas in the world, Fairmont is committed to responsible tourism and is an industry leader in sustainable hotel management with its award-winning Green Partnership program. Fairmont's portfolio includes 57 world-class hotels, with plans to develop over 30 new properties in the coming years in destinations as diverse as Shanghai, The Philippines and India.

Fairmont is owned by Fairmont Raffles Hotels International, a leading global hotel company with 92 hotels worldwide under the Raffles, Fairmont and Swissôtel brands. The company also manages Fairmont and Raffles branded Residences, Estates and luxury private residence club properties. For more information or reservations, please call 1-800-441-1414 or visit www.fairmont.com.

About Green Key: The **Green Key Eco-Rating Program** is the first of its kind to rank, certify and inspect hotels and resorts in North America based on their commitment to sustainable “green” operations. The program was originally developed for the Hotel Association of Canada by a leading environmental engineering firm with funding from the Canadian Government. Designed *specifically for hotel operations*, the **Green Key Eco-Rating Program** is a comprehensive environmental audit that will allow each participating property to benefit on several fronts – cost savings, increased bookings from environmentally conscious consumers and meeting planners and responsible corporate citizenry. In the United States **Green Key** is a joint partnership between the Hotel Association of Canada and LRA Worldwide, Inc.; for more information, visit www.GreenKeyGlobal.com.

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Green Key Global is a joint partnership

