

PRESS RELEASE

**SOFITEL LUXURY HOTELS JOINS THE GREEN KEY ECO-RATING PROGRAM  
LUXURY HOTEL BRAND ADOPTS GREEN KEY AS BRAND STANDARD IN U.S.**

**DALLAS**, March 24, 2010 – Sofitel Luxury Hotels, the French luxury hotel brand within the Accor group, has adopted the Green Key Eco-Rating program as its official green lodging certification program for the United States. By instituting Green Key as a brand standard, Sofitel has committed to having its entire U.S. portfolio comprised of eight properties on the program by the end of April 2010.

Accor is widely recognized within the hospitality industry as one of the most progressive companies in regards to sustainability initiatives. Sofitel's commitment to Green Key follows on the heels Accor North America (ANA) launching a Green Key pilot earlier this year with 20 Motel 6 and Studio 6 properties. The Sofitel San Francisco Bay also participated in that pilot, and the positive feedback from the property on the Green Key program prompted Sofitel to act on a brand level.

"Joining forces with Green Key was a natural step for Sofitel Luxury Hotels, given the brand's long-standing commitment to sustainable practices," explained Renée Swoger, Senior Manager of Energy & Environment Services for Accor North America. "Further, we understand that guests value environmentally-friendly hotels, and we are excited to offer them a recognizable rating system to help them book with ease and peace of mind."

The Green Key evaluation is a comprehensive 150-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, as well as a comprehensive performance report that includes recommendations, best practices and potential areas for improvement and savings. Participating properties are listed on the [www.greenkeyglobal.com](http://www.greenkeyglobal.com) website, a valuable resource for environmentally conscious travelers, and also are recognized through LRA's network of marketing partners including AAA, Travelocity and Expedia, among others. The Green Key process also includes random, on-site verification inspections of audit results, mitigating the risk of score inflation.

"We salute Sofitel Luxury Hotels for their efforts in this space and look forward to working with the individual properties on implementing the Green Key Eco-Rating System," said Tony Pollard, Managing Director of Green Key Global. "Sofitel has the opportunity to be the first Green Key certified properties in Philadelphia, Minneapolis and Miami, and they are among a handful of early-adopters in each of their other markets."



For more information on Green Key or to register your property now, visit [www.greenkeyglobal.com](http://www.greenkeyglobal.com), call +1.888.752.7061 or email [info@greenkeyglobal.com](mailto:info@greenkeyglobal.com).

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

*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".*

*Discover Sofitel on [www.sofitel.com](http://www.sofitel.com)*

*Discover A|Club at Sofitel, the new worldwide Accor loyalty program on [www.a-club.com](http://www.a-club.com)*

**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. 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](http://www.GreenKeyGlobal.com).*

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