



Global Hotel Alliance welcomes First Hotels as new member; Enters Scandinavia with one of region's premier brands

Geneva 9th October 2009; Global Hotel Alliance (GHA) is delighted to welcome **First Hotels** as their latest member, as the alliance grows to include a wide selection of great hotels in Scandinavia, with one of the region's premier brands. With the addition First Hotels, GHA thus continues to bring some of the world's most desirable, independent, upscale and luxury hotel brands under one marketing umbrella, enhancing their global reach, while enabling them to develop their individual identities.

GHA's CEO, Chris Hartley, is thrilled with the addition of First Hotels "Scandinavia is a key source market for many of our members and it has significant growth potential. A truly independent, regional brand with 46 unique hotels across Norway, Denmark and Sweden, First perfectly fits the role as GHA's member for Scandinavia."

"2010 will be an exciting year for GHA", adds Hartley. "We will continue to add members in markets where we have gaps, and we are going to launch a global, multi-brand loyalty programme, which will utilize a CRM platform customized specially for us, by our technology partner Micros-Fidelio."

First Hotels already use Micros-Fidelio technology, so integration with GHA's products and services will be seamless; and within a few weeks First's customers will be enjoying special benefits and a personalised travel experience across GHA's 240 hotels.

“For First Hotels GHA is the perfect strategic partner in order for us to offer our guests and customers an unparalleled multitude of benefits and advantages on a global scale.” says Michael Telling, CEO of First Hotels. “Combined with the Scandinavian alliance we recently signed with Thon Hotels, this is a milestone for the company. GHA consists of eleven unique, strong brands and we at First Hotels are very proud to become a member of this family.”

About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance is the world largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises of Anantara, Cham, The Doyle Collection, Dusit, First, Kempinski, Landis, Leela, Marco Polo, Omni, Pan Pacific and Parkroyal encompassing 243 upscale and luxury hotels with 60,000 rooms across 47 different countries.

www.globalhotelalliance.com

For further information, please contact:

Global Hotel Alliance, Geneva

admin.corporate@globalhotelalliance.com

About First Hotels

First Hotels is one of Scandinavia's leading hotel chains with 46 unique hotels situated close to public transport and attractions in selected city centres in Sweden, Norway and Denmark. First Hotels' goal is to provide a high-quality experience and individual choice. All the hotels are unique in style, ambience and decor.

First Hotel G, First Hotel Skt. Petri and First Hotel Grims Grenka are prime examples of First Hotels' focus on design. First Hotels offers a total of over 1.1 million guest nights a year and had a turnover of approximately NOK 1.2 billion in 2008. First Hotels is owned by Flying Elephant, in which Asmund Haare is the majority shareholder.

www.firsthotels.com

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