



FIRST

Press release

## NEW REGIONAL DIRECTOR FOR FIRST HOTELS

It is with great pleasure that First Hotels welcomes Tony Bak as Regional Director of First Hotels for Norway and Denmark as of 1 March 2009. This development will substantially strengthen the organisation and Tony Bak is to work alongside Richard Svartvik, who holds responsibility for Sweden.

Tony Bak, who until recently was CEO of NP Hotels, is highly experienced within hotel management.

'I look forward to being a part of the First Hotels Team, and I look forward to having a whole lot of new colleagues and to work for an exciting chain, which is really on the move', says Tony Bak.

'We are very much looking forward to benefitting from Tony's competences in the organisation,' says Charles Løfwander, VP Human Resources.

---

### About First Hotels

*First Hotels is one of Scandinavia's leading hotel chains with 46 unique hotels centrally located near public transport and tourist attractions in selected towns in Sweden, Norway and Denmark.*

*Among the hotels are the five-starred First Hotel Reisen in Stockholm, First Hotel Skt. Petri in Copenhagen and First Hotel Grims Grenka in Oslo.*

*First Hotels was established in 1993 and initially comprised six hotels in Sweden. The chain has since expanded through acquisition and by establishing new hotels.*

*First Hotels aims to offer quality experience and individual choice. All hotels are unique in style, atmosphere and décor. First Hotel G, First Hotel Skt. Petri and First Hotels Grims Grenka are examples of First Hotels' focus on design.*

*First Hotels offers a total of 1.1 million overnight stays annually and in 2007 the chain enjoyed a turnover of NOK 1.2 billion.*

*First Hotels is owned by Flying Elephant in which Asmund Haare is the principal shareholder.*

---

### For further information, please contact:

Charles Løfwander | VP Human Resources, First Hotels | t: +47 4840 4405  
Thomas Alnes Aakvik | Marketing Director, First Hotels | t: +47 9511 8626