



Reinforcement checks in:

First Hotels Strengthens Its Organisation

Oslo, 15 January 2009 – First Hotels brings change and reinforcement to its executive managerial group to strengthen and develop the corporation.

– We started the reorganising process in late 2008 and the result is a more centralised and focused Sales Organisation, enhanced capacity and better focus within Operations and a strong focus on the further development of the corporation. This will make us better geared to meet the challenges of the market, says Vice President of Human Resources at First Hotels, Charles Løfwander.

In concordance with the corporate strategy towards 2020, the organisation will be strengthened with the appointment of a Vice President of Business Development. Simen Haare, who until now has held responsibility for Operations, will as of 2009 focus on the development, strategy and future of the corporation.

– We are exceptionally pleased that Simen will be in charge of developing the business towards 2020, says Løfwander.

Coinciding, Helge Krogsbøl has been appointed Vice President of Operations after Haare. He will assume the position as of 1 April 2009. Krogsbøl is today Area Director of the Benelux for the Thon Group.

Tony Bak, who is currently CEO of NP Hotels, will as of 1 March 2009 assume the position as Regional Director of Denmark and Norway. Richard Svartvik will continue as Regional Director of Sweden. The enhanced executive capacity within Operations is an important aspect of the wider strategy of providing better follow-up and support for our hotels in the time ahead.

– These changes will in combination make us better geared to addressing the needs of our staff, the market and not least the guests at our hotels. We look forward to continuing our focus on developing the 2020 strategy for First Hotels.

For further information, please contact:

VP Human Resources Charles Løfwander at First Hotels, +47 4840 4405.

Marketing Director Thomas Alnes Aakvik at First Hotels, +47 9511 8626.