



FIRST

PRESS RELEASE

One of Sweden's most illustrious hotels joins First Hotels

Oslo, 22 October 2009. **First Hotels has entered a franchise agreement with Avalon Hotel in Gothenburg, subsequently named First Hotel Avalon. The hotel features unique design and architecture. Enhancing its position within the design segment, First Hotels now has three design hotels – one in each of the three Scandinavian nations.**

As of 1 January 2010, a long-term franchise agreement has been entered into with Avalon Hotel, which is located at Kungstorget in Gothenburg by Avenyn. The hotel, which first opened in 2007, features 101 individually designed rooms and suites. The hotel is Feng Shui certified and light, scent, sound and decor are all important elements in the guest experience.

- "We are extremely pleased to be chosen to represent First Hotel Avalon. During our negotiations it clearly transpired that we share the same philosophy when it comes to creating good, unique experiences for our guests. First Hotels has compiled a portfolio with emphasis on hotels with a unique character and the hotel chain exhibits great competence in maintaining the uniqueness of hotels within an organisational structure. First Hotel Avalon will supplement the existing portfolio of First Hotels in Gothenburg magnificently, and not least complement the portfolio of select quality design hotels in Norway and Denmark. With yet another hotel in Gothenburg, we now offer an exceptional range and we welcome our guests to this market," says President of First Hotels, Michael Telling.

- "We have long nurtured collaboration with First Hotels, which manages one of our hotels in Borås under the First brand. Our collaboration has always been good and when we decided to look for a partner for Avalon on a Nordic level, our choice fell on First Hotels. For a special hotel as Avalon it's important that a franchise deal does not result in a watering down of the character of the hotel but rather a strengthening of it. And in this respect, First is the only choice. That First already manages two hotels associated with Design Hotels only aided our choice," says Patrik Turnesjö CEO of Svenska Stadshotell AB, which owns Avalon Hotel.

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Facts about First Hotels:

- First Hotels is one of Scandinavia's leading hotel chains with 47 unique hotels centrally located close to public transport and sights in select cities in Sweden, Norway and Denmark.
- First Hotels aims to offer quality experiences and individual choice. All hotels are unique in style, atmosphere and décor. First Hotel Avalon, First Hotel Skt. Petri and First Hotel Grims Grenka are examples of First Hotels' focus on design.
- First Hotels offers exceptional guest experience with focus on quality.
- First Hotels is owned by Flying Elephant of which Asmund Haare is the principal shareholder.
- First Hotels and Thon Hotels recently entered partnership within sales, distribution and marketing. The partnership allows the chains to offer a total of 100 hotels in Scandinavia. First Hotels has additionally earned the title as Best Hotel Chain in Denmark three times within the last four years.