



PRESS RELEASE

Building Norway's most effective meeting place:

First Hotel Flesland is ready for take-off

First Hotels is building a new, modern conference hotel at Bergen Airport Flesland. The hotel will be completed during the course of 2012.

– Construction of the First Hotel Flesland in Bergen represents the first step in a new and exciting period of growth for First Hotels. Within walking distance of the terminal building at Flesland, First Hotel Flesland will be one of the most modern and effective meeting places in Norway, says Simen Haare, VP Business Development at First Hotels.

Ready for the opening of the 'new' Flesland

Building work is planned to commence around the beginning of 2011. The First Hotel Flesland will offer large and modern conference facilities with a capacity of up to 700 persons, together with 248 rooms spread over approximately 12,000 square metres. In addition, the hotel will have its own restaurant and fitness centre, as well as a parking facility. The hotel is scheduled for completion during the course of 2012, in good time for the opening of the new airport terminal at Flesland in 2013.

– The business and travel sectors in Bergen and Western Norway are currently experiencing growth and we believe that this positive development will provide further impetus when the new terminal building is in place in 2013. The need for meeting places, conference facilities and accommodation in immediate proximity to the airport will increase as air traffic to and from Bergen grows, says Simen Haare.

'Natural' architecture

First Hotels has used the elegant and popular First Hotel G in Gothenburg as a reference for First Hotel Flesland. The exciting architecture of the new hotel at Flesland will be inspired by the ambient nature. The hotel and surrounding area will be characterised by large, spacious glass surfaces, together with wood and stone features. The consultant architects are Halvorsen & Reine AS.

BGO Bygg AS are the owners of the new development at Flesland and Stephane Bergfald Trotta, the owner's representative, is extremely pleased that First Hotels will be operating the hotel and is looking forward to a successful partnership. Betonmast Bygg will be the project's main contractor. First Hotels is previously represented in Bergen town centre by the classic First Hotel Marin at Bryggen.

For further information, please contact:

Simen Haare, VP Business Development: +47 41 57 70 40

Thomas Alnes Aakvik, First Hotel's Marketing Director: +47 95 11 86 26

About First Hotels

First Hotels is one of Scandinavia's leading hotel chains, with 47 unique, centrally located hotels in selected cities throughout Norway, Denmark and Sweden.

Among these hotels is the award-winning First Hotel Grims Grenka in Oslo, First Hotel Reisen in Stockholm and First Hotel Skt. Petri in Copenhagen, as well as the renowned Design Hotel Avalon in Gothenburg.

First Hotels was established in 1993 and initially comprised six hotels in Sweden. Since this time, the chain has expanded through the acquisition of existing hotels, as well as the development of new hotels.

First Hotel's objective is to provide a quality experience offering individual choice. All First Hotel's hotels offer a unique style, atmosphere and furnishing. www.firsthotels.com