

Press Release

April 22, 2008

Accor commits to the „Plant for the Planet“ program

reaffirming its active support for sustainable development

Accor has confirmed its sustainable environment commitment by enrolling its 4,000 hotels in the “Plant for the Planet: Billion Tree Campaign” launched by the United Nations Environment Programme (UNEP).

A global project that engages the responsibility of hotel operators and customers

“Plant for the Planet: Billion Tree Campaign” is an especially innovative global reforestation program designed to finance tree-planting projects. Accor has pledged to donate 50% of the savings on laundry costs resulting from the responsible behavior of hotel operators and their customers, who will be asked to keep their bath towels for more than one night.

The program will be deployed in Accor's 4,000 hotels, of which 52 are already involved in a pilot project. To prepare for full-scale rollout, Accor is offering special training for floor staff and chambermaids. A campaign to build awareness among customers is also planned. Customers are personally encouraged to take part in the program through a message posted in their bathrooms informing them that “Here, your towels plant trees.”

Planting 3 million trees by 2012 in 7 of the world's forest regions

“The project should enable us to finance the planting of three million trees by 2012,” said Gilles Pélisson, Accor Chief Executive Officer. “I am very proud that the Group is actively supporting the United Nations Environment Programme in this reforestation project, which involves operators and customers of all our hotel brands, from economy to luxury.”

Accor will take part in projects in seven of the world's forest regions, working closely with seven associations chosen for their ability to manage planting programs while also developing local business opportunities.

In France, for example, through **Forestour's** Forestavenir program, Accor will help to combat the greenhouse effect by supporting planting initiatives in forests in the southeastern part of the country. With **SOS Sahel** in Africa, Accor will help reforest coastal areas in Senegal by planting casuarina shrubs in the Niayes region to restore the natural surroundings, prevent sand from invading low-lying farmland and, over the longer term, create local revenue sources. In Asia, Accor will work with **Plant A Tree Today (PATT)** to protect a drainage basin in Thailand and set up an environmental education center. In Brazil, in cooperation with **Nordesta Reforestation & Education** and ten local communities, the Group will help replant the banks of the Rio Soa Francisco to promote the return of natural ecosystems and improve water quality.

One Billion Tree Campaign

The UNEP launched the Plant for the Planet: One Billion Tree Campaign under the sponsorship of Prince Albert II of Monaco and Wangari Maathai, winner of the 2004 Nobel Peace Prize, whose Green Belt Movement supports reforestation projects in Africa. Thanks to this global initiative, more than 1.6 billion trees were planted in 2007.

“All countries are concerned by deforestation,” said Achim Steiner, Executive Director of UNEP. “With this reforestation project, Accor is also helping to combat global warming, restore ecosystems, wipe out epidemics and preserve the planet’s fresh water.”

Accor’s involvement in “Plant for the Planet: Billion Tree Campaign” is fully in line with the Earth Guest program, launched by the Group in 2006 to guide its sustainable development policies in all its host countries and all its businesses. Through the program, Accor supports EGO projects to protect children, support local development, promote balanced nutrition and eliminate epidemics as well as ECO projects to control energy use, limit water consumption, manage waste and preserve biodiversity.

Mobilizing Accor’s 150,000 employees on Earth Guest day

Earth Guest Day is being held this year on April 22 and for the occasion Accor is once again mobilizing its 150,000 employees to demonstrate support for the principles of sustainable development. For the second year in a row, the Group is holding its own Earth Guest day, with employees in Accor’s 100 host countries scheduled to take part in local development, health and environmental initiatives.

Accor, the European leader and a major global group in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels**, with the **Sofitel, Pullman, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1** and **Motel 6** brands, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre**.
- **Services**, with 30 million people in 40 countries benefiting from Accor Services products in human resources, marketing services and expense management.

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