

Press Release

**« Art de vivre à la française »:
International partnership between Sofitel and Potel et Chabot**

Paris, January 31st 2013 – Potel et Chabot and Sofitel Luxury Hotels, two brands that symbolize the French art de vivre, are delighted to announce the signature of a partnership that aims to develop the expanding market for prestige receptions on the global scene in particular in Asia and Latin America.

The agreement enables the Parisian company Potel et Chabot, key reference in French gastronomy, to accompany its clients internationally thanks to the support of the infrastructure and foreign market expertise of Sofitel, the Accor group's luxury brand. Thus, it will help Potel et Chabot to give their major international clients the benefit of the vast expertise and know-how that the company has developed throughout its history since it was founded in 1820.

« While we continue to develop our activities in the Parisian and French markets, which are still fundamental for our Company, we have decided to collaborate with Sofitel to expand our international markets. This partnership will allow us to strengthen our relationship with the major luxury brands who entrust us with their business and better cater to their needs. This is in line with Potel et Chabot's ambition to boost development of global business and become a showcase for France with an increased presence on the world stage », declared Franck Jeantet, President of Potel et Chabot.

« This partnership with Potel et Chabot, signature events organiser of French prestige receptions, is perfectly in line with Sofitel's ambition as leading French Ambassador in the luxury international hotel sector to combine elegance, expertise and the art of hospitality with the best of local culture in each country » announced Robert Gaymer-Jones, PDG of Sofitel Luxury. « We are privileged to have this opportunity to collaborate with Potel et Chabot and further the development of such a distinguished reference in French gastronomy ».

Sofitel - World class hotels and French elegance

Sofitel is the only French luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30 000 rooms).

Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji Islands or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".

www.sofitel.com

Potel et Chabot – Signature caterers for prestige receptions and events

Leader on the French market, Potel et Chabot, which has been cultivating the art of hosting events for almost two centuries, is now focussing on developing its activities worldwide supported by its main shareholder, the French investment company 21 Centrale Partners founded by Gérard Pluvinet and Alessandro Benetton. Potel et Chabot currently organises almost 7 000 receptions every year, with 5 exceptional reception venues in Paris. With two hundred years' experience of meeting challenges with success, today Potel et Chabot, Ambassador for the French art de vivre and member of the Colbert Academy, is the benchmark reference in French gastronomy.

www.poteletchabot.com

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