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The Rezidor Hotel Group celebrates Responsible Business Action Month for the 5th year

The Rezidor Hotel Group celebrates its Responsible Business Action Month for the 5th year: In September 2008, all 239 operating hotels of the company in 44 countries across Europe, the Middle East and Africa are encouraged to organize social and environmental activities – engaging with employees, guests and the local community, raising awareness for Responsible Business and raising funds to support Rezidor's corporate charity organization World Childhood Foundation or local causes. "Responsible Business is an integral part of our business – day by day and all year long", says Catherine Rubbens, Director Responsible Business of Rezidor. "However, we use the month of September in particular to highlight our engagement, to pool our resources, and to arrange a variety of events which are good for us and for the planet."

The potential for social and environmental activities is endless: In recent years, Rezidor hotels arranged Car Free Days and non-smoking weeks for employees, invited staff members to donate blood or to plant trees and offered organic options in the restaurants. "Hotels wishing to raise money planned sponsored sports, sold obsolete electronic equipment and furniture or held raffles and auctions", adds Catherine Rubbens. The donations went to local initiatives like orphanages or children's hospitals – or to World Childhood Foundation, Rezidor's corporate charity organization since June 2007. This non for profit organization, founded in 1999 by H.M. Queen Silvia of Sweden, is dedicated to serving the most vulnerable children in the world – whether they live on the street, are sexually abused and exploited or trafficked for sexual purposes.

In addition to activities taking place at hotels, the Rezidor head office will also take part in the Responsible Business Action Month. "We will kick off the month with a charity bike event in Brussels in order to motivate our hotels even more and to underline the importance Responsible Business has for us on all company levels", comments Catherine Rubbens.

The Responsible Business Action Month is part of an ambitious company wide Responsible Business Programme. Rezidor was one of the first hotel companies in the world to devise a comprehensive social and environmental programme across all regions in 2001 – comprising the responsibility for guest and employee health & safety, respect for social & ethical issues within the company and a reduced impact on the environment. Rezidor was also one of the first international hotel groups to offer all guests carbon offsetting possibilities. For its engagement Rezidor has received several awards including the Worldwide Hospitality Award in 2004, and is currently a member of the Executive Committee of the prestigious organization ITP (International Tourism Partnership).

For further information please contact:

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About the Rezidor Hotel Group:

***The Rezidor Hotel Group** is one of the fastest growing hotel companies in the world. The group features a portfolio of almost 350 hotels in operation and under development with more than 71,000 rooms in 53 countries.*

*Rezidor operates the brands **Radisson SAS Hotels & Resorts, Regent Hotels & Resorts, Park Inn and Country Inns & Suites** in Europe, Middle East and Africa, along with the goldpoints plusSM loyalty programme for frequent hotel guests. Rezidor has signed a worldwide license agreement with the Italian fashion house Missoni, in order to develop and operate a lifestyle hotel brand of the same name: **Hotel Missoni**.*

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. With 42%, Carlson Companies is the main shareholder.

The Corporate Office of the Rezidor Hotel Group is based in Brussels, Belgium.

For more information on Rezidor, visit www.rezidor.com.