

REZIDOR SAS CONTINUES EXPANSION IN SAUDI ARABIA RADISSON SAS TO MANAGE RESORT IN HOLY CITY OF MADINAH

Jeddah, 1st December 2004... Radisson SAS, the first-class brand of the leading hospitality company Rezidor SAS, is set to manage a fourth property in the Kingdom of Saudi Arabia – the Al Madinah Paradise Radisson SAS Resort.

The resort, in one of Islam's holiest cities, is due to open in mid 2007 and will feature 212 luxurious guestrooms as well as 10 villas. Just seven kilometres from the Haram, or the Mosque of the Prophet, the Al Madinah Paradise Resort is surrounded by a beautifully landscaped hillside and open mountain views. The architectural style incorporates natural materials and traditional Arabic design details reflecting the rich local heritage. Furthermore the resort features the largest wedding hall in the Madinah area.

Jean-Marc Busato, Vice President Middle East, Rezidor SAS Hospitality, said: "The city of Madinah plays a vital part in the Islamic faith, and as such we are keen to ensure that the hotel provides a relaxing and reviving experience to those who visit for either pilgrimage, business or leisure."

The resort owner, Dr. Ibrahim M. Massoud, President of Al Razi Medical & Resorts Company, one of the leading healthcare solution providers in the Gulf, met with Busato at the Radisson SAS Hotel, Jeddah to sign the management agreement.

"Radisson SAS already manages three other properties in the Kingdom – in Riyadh, Jeddah and Yanbu – therefore we gained an excellent understanding of the unique nature of the country. We are also looking closely at other projects in the Kingdom and hoping to increase our exposure in this growing market," explained Busato.

The city of Madinah plays host to approximately 2 million pilgrims each year, and this number is set to rise after the government recently agreed to accept incoming international flights to Al Madinah Airport and to open the city for Umrah, a pilgrimage outside the time of Hajj, for 9 months of the year.

Ends



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