

Radisson SAS Launches 'Meetings and Events Promises'

15 September 2003.... In a new initiative aimed at building relationships and strengthening presence in the meetings and events market, Radisson SAS Hotels & Resorts has launched 'Meetings and Events Promises'.

Radisson SAS has introduced the '4 corner promise' comprising of professionalism, commitment and caring that is underpinned by a guarantee.

The core of the promise is about truly understanding clients and their objectives and providing highly equipped and trained staff so that these objectives can not only be met, but also surpassed.

'Meetings and Events Promises' focuses on offering a level of professionalism; commitment and caring that acknowledges that after high-tech facilities a flexible, personal service is what customers are really looking for.

The 'Meetings and Events Promises' is an extension of a strategic alliance between Radisson SAS and Meeting Professional's International (MPI) the largest global authority and resource for the meetings industry.

The promise reaffirms Radisson SAS's commitment to the meetings and events sector, a commitment made when Radisson SAS became the world's only hotel group to create a 'strategic alliance' with MPI.

Over 1500 Radisson SAS employees have been equipped with specialist Meetings and Events training to an international accredited level, establishing a higher standard industry benchmark. This 'total commitment approach' along with a 'Yes, I Can' spirit ensures goals are met throughout the process from planning to execution. In addition to intensive staff training, Radisson SAS will host a road show to launch this to customers and has embarked on an extensive media campaign.

Underpinning the promise is a guarantee. Radisson SAS offers a '100% Guest Satisfaction Guarantee' meaning if previously communicated needs are not met and the issue cannot be resolved, Radisson SAS will not charge the guest.

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Note to editors:

Radisson SAS Hotels & Resorts, part of Rezidor SAS Hospitality, currently operates 127 hotels in 36 countries in Europe, the Middle East and Africa, with another 30 projects under development. Radisson SAS is a four star plus, club class hotel brand with key differentiators such as the 100% Guest Satisfaction Guarantee and the Yes I Can spirit of service.

Rezidor SAS Hospitality, one of the fastest growing hospitality companies in the world, has a portfolio of five brands. Rezidor SAS is the sole franchisor in Europe, the Middle East and Africa for the Carlson brands: Radisson, Park Inn, Country Inn and Regent. In March 2003, Rezidor SAS announced its new lifestyle hotel brand Cerruti, a joint initiative with the international fashion house. Rezidor SAS currently includes 210 hotels in operation and under development in 40 countries. The company aims to include 700 hotels under the different brands by 2012. For more information on Rezidor SAS and its five brands, visit www.rezidorsas.com.

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