

Radisson SAS ranks highest in guest satisfaction in J.D. Power and Associates Report 2006

Award for unique service concepts such as Free High Speed Internet Access

Brussels, October 24, 2006 – Radisson SAS Hotels & Resorts ranks highest in guest satisfaction – according to the J.D. Power and Associates 2006 European Hotel Guest Satisfaction Index Study released last week. Among upscale hotel brands, Radisson SAS ranks highest in guest satisfaction, receiving highest ratings in the categories check in/check out, guest room, hotel services, and costs & fees.

J.D. Power and Associates is an US-based, global marketing information services firm, and has published its report in the second year now. The study measures the overall satisfaction of European hotel guests based on seven factors and ranked in four segments: upper upscale, upscale, mid-scale full service, and economy. The 2006 report is based on responses from 12.090 guests who stayed at a hotel in Europe between June and September 2006.

“The J.D. Power and Associates Report honours our unique service concepts and the “Yes I Can!”- culture and spirit at Radisson SAS”, says John Kennedy, Vice President Marketing and Customer Relationship Management of Rezidor SAS; “we are very proud of this result, and will continue to develop and promote our services such as Free High Speed Internet Access.”

Surf fast for free

Radisson SAS Hotels & Resorts is the first international hotel chain to offer Free High Speed Internet Access in all its hotels in Europe, the Middle East and Africa as part of the E@sy Connect service concept. “Free Broadband” includes high speed as well as wireless Internet access, and is easy to use: In their rooms, the meeting facilities or public areas, guests can go online only by using their name and room number. “Free Broadband is a service that today’s guests want”, says Kurt Ritter, President & CEO of Rezidor SAS. “It underscores the commitment we have made to continue to meet the new expectations of contemporary travelers.”

More information: www.freebroadband.radissonsas.com

Radisson SAS Hotels & Resorts, part of The Rezidor Hotel Group, offers first class service, providing guests with a contemporary, upscale hospitality experience. Radisson SAS has received numerous awards for Best Hotel Chain and is renowned for its "Yes I Can" spirit of service and the "100% Guest Satisfaction Guarantee". Radisson SAS currently includes 185 hotels either in operation or under development, in 46 countries, in Europe, the Middle East and Africa.

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