

For Immediate Release



EUROPEAN HOTEL DESIGN AWARDS 2007

****City Inn wins The Technology Award at the European Hotel Design Awards 2007****

Friday, 16th November 2007 – City Inn is delighted to announce that it has been awarded the “Technology Award” at the annual European Hotel Design Awards 2007, the industry’s premier celebration of hotel design across Europe held on Wednesday night.

The award recognises technology innovation which has been successfully integrated with design. In its new landmark hotel in Manchester, City Inn launched an integrated multimedia iMac solution, giving the benefits of a fully functioning computer in every guest room. In terms of in-room entertainment, this represents a radical development for the industry and proved to be a compelling factor for the judges.

City Inn’s inspiration behind the iMac solution was to achieve an in-room entertainment system that offered TV, DVD, CD, radio and computer with broadband internet through one easy to use integrated piece of equipment.

The group worked in partnership with software provider DirectStreams, to develop a bespoke solution that takes the high quality functionality of iMac and tailors it for use in the hotel environment. All rooms have high definition screens and a simple user interface / menu which allows the customer to navigate between TV, DVD, computer and radio using the iMac’s remote control. The result is a revolutionary system that sets a new industry benchmark in in-room entertainment.

As part of the development process, City Inn conducted extensive user testing with customers at their Westminster hotel and has utilised this to develop an intuitive, user friendly product and a comprehensive user guide that is placed in each room. The final product is a system that offers 38 television channels, 23 radio stations and a DVD/CD player for

which guests can choose movies or music from the extensive free library, available at the guest services desk. Beyond this the system allows customers to play music via iPod (or other MP3 player) as well as giving access to iTunes, iChat, iPhoto, iMovie and an in-built iSight webcam, providing the most comprehensive in-room entertainment system currently existing in the market place.

Reflective of its innovative nature City Inn chose to install the highly acclaimed Microsoft compatible "NeoOffice" software packages onto each iMac. Therefore, customers are able to load files via a USB port and save them to a memory stick safe in the knowledge that every time the iMac is closed down, Deep Freeze software will clean down any new information on the computer and restore it to its original state.

Consistent with City Inn's philosophy of providing as much as possible as "standard" (minimising charges for extras), no charge is made for use of the iMac, internet access or the DVD/CD library.

Huw O'Connor, City Inn's Managing Director is delighted to receive the award and says, *"City Inn is a new innovative brand; our entire offering (buildings, interiors, restaurants, bars and customer service) has been developed from scratch in an attempt to provide the customer with a stylish modern alternative to the typical chain hotel.*

This development, which may well be a world first for a large scale city centre hotel, is entirely consistent with that ethos. It is increasingly the case that neither the modern home nor the modern office can function efficiently without a computer and we believe, that in the future, the same may well be said about the hotel room.

With this solution we have taken an outstanding piece of kit from one of the world's foremost technology providers to give customers what they should rightfully expect; 'an in-room entertainment / multimedia capability that is equal to that which they will have in their home or in their office.

We are particularly pleased to be launching this system in our new Manchester hotel, not least because the city has a proud history of pioneering innovation. In its Victorian hey day it was said that "what Manchester does today, the world will do tomorrow" and I am sure that with the introduction of computers to hotel rooms this will once again be case."

Beating stiff competition from The Mayfair, London and Yotel, Gatwick Airport City Inn impressed judges by the way in which the iMac had been integrated into the design and ethos of the hotel brand.

The European Hotel Design Awards is in its tenth successful year covered 15 categories, each judged by a panel of industry experts: Jonathan Manser, The Manser Practice (Chair), Ahmed Akudi, Grohe Gordon Campbell Gray, Campbell Gray Hotels, Gregoir Chikaher,

Arup, Lyndall DeMarco, IBLF / ITP Guy Dittrich, Hotel Marketing Consultant, Simon Ford, Intercontinental Hotels Group Richard Garland, Richmond International Robin Hutson, Soho House Hotels, James Lohan, Mr & Mrs Smith Khirstie Myles, Marriott, Claus Sendlinger, Design Hotels, Matt Turner and Sleeper Magazine, Jan Wilson - RPW Design.

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Notes to Editors:

City Inn continues to dramatically add value to the guest experience. This has been recognised by the industry and consumers through a number of awards and accolades. In addition to the Business Travel World Award 2006 & 2007, City Inn Westminster picked up Group Hotel of the Year 2005 at the annual Caterer & Hotelkeeper Awards; 'Best UK Hotels - 2nd' and Guardian/Observer Travel Awards 2006 to name but a few.

City Inn focuses on building and operating brand new contemporary styled hotels to the highest engineering standards in prime city centre locations. Delivering beyond the customer's expectations is central to the brand's philosophy whether a visitor or local, or enjoying a cultural stay in the city. Initiatives have ranged from "no password" free WiFi broadband in all public areas to "curated" art exhibitions, 24 hour Room Service and Guest Services teams always on hand to help out within a modern, informal but professional environment.

Founded by Sandy Orr, Donald MacDonald and David Orr in 1995, the City Inn brand and company was created completely from scratch providing contemporary luxury with a culture of personalised service and commitment to putting the customer first. Each hotel features the highly acclaimed City Café destination restaurant characterised by the al fresco terraces for the summer, with exceptional Chefs offering modern European dining with panache and flair. The design and modernity of the buildings reflect the close relationship between architect and client, ensuring that the buildings are great for the cities as well as its customers.

City Inn is now recognised as one of the UK's most exciting new hotel groups. With five properties open across the country, the company is continuing to pursue a strategy of developing the brand across prime UK city centres, with Leeds, and a further site in London. In January 2007 City Inn announced their first international hotel development in Amsterdam.

For more information on City Inn visit the website www.cityinn.com

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