

Press Release
Miami, November 5, 2015

ACCORHOTELS INTRODUCES FIRST PULLMAN HOTEL IN NORTH AMERICA

The upscale brand debuts in Miami as Pullman Miami Airport

As part of **AccorHotels** continued expansion of its luxury and upscale portfolio of hotel brands worldwide, today the global hospitality group announced the introduction of Pullman Miami Airport, North America's first **Pullman** address. The Pullman Hotel, previously home to Sofitel Miami, is currently concluding a transformation, catering to the spirit of today's cosmopolitan and international business and leisure travelers, offering best-in-class service with a distinctive identity.

With the addition of the Pullman brand in North America, AccorHotels amplifies its hotel brand portfolio presence in the region, which currently includes Sofitel and Novotel. Today, there are more than 95 four- and five-star Pullman hotels and resorts in prime destinations in Europe, Africa, Middle East, Asia-Pacific, Latin America, and now North America.

"I am proud to announce the first Pullman hotel in North America as we ramp up development of the AccorHotels portfolio in the region. The arrival of the brand signals our ambition to grow in North America as we forge ahead with the expansion of our hotel brands over the next couple of years," comments **Christophe Alaux, CEO HotelServices, North America, Central America and Caribbean (NCAC) for AccorHotels**. "Pullman has an incredible global presence in the upscale market, and we are certain that the brand will continue to experience great success as it enters new markets worldwide."

Style, Art, Design and Connectivity at the Heart of the Pullman brand

As Miami's newest upscale hotel brand, Pullman Miami Airport highlights **style, art, design and connectivity** - principal brand pillars - reflected in many areas throughout the hotel and during the entire guest experience. Overlooking a blue lagoon, the hotel is centrally located just a few minutes from Miami International Airport and various stylish urban epicenters such as the Design District, Wynwood Arts District, and South Beach.





A creative essence permeates the vibrant hotel comprised of 281 guest rooms and suites, all stylishly appointed with the best of the Pullman experience: modern furnishings, such as large desks with comfortable chairs, LED TVs with international channels, a personal safe, Keurig machines, bathroom amenities from C.O. Bigelow New York, feather pillows, and more.

Pullman Miami Airport features a revitalizing new color scheme for the façade of the building with revamped interiors lined with inspiring artwork and dressed with contemporary furnishings, including an updated front desk area and renovated lounge, bar and pool areas. A variety of existing amenities will also continue to be available including a Fit Lounge, swimming pool, tennis courts and jogging trails.

The hotel will remain an inviting address for group clientele, with 11,000 square feet of spectacular indoor and outdoor space for meetings and events, including chic banquet halls, private outdoor terraces, parlor meeting rooms and a stunning ballroom.

Reimagined Culinary Offerings

The renovation of Pullman Miami Airport will introduce two new dining concepts in 2016. "Tapastry by Pullman" will serve a tapas menu for casual after-work gatherings. An authentic wine-tasting experience can be found at "Vinoteca by Pullman," offering a large selection of wines by the glass, including grands crus from around the world and domestic wines chosen with advice from the cellar master. The hotel's existing La Riviera restaurant, Le Bar, and The Coffee Club will remain open.

The Pullman brand boasts a rich, avant-garde history dating back to the 19th century, when Pullman rail travel pioneered a new way to travel across the U.S., with luxury sleeping cars, appetizing food, plush dining cars, friendly service and a spacious, comfortable environment. Pullman was reborn in 2007 as an upscale hotel brand for a new generation of cosmopolitan, hyper-connected travelers.

Pullman Miami Airport is presently welcoming guests, with all details of its transformation scheduled to be completed by January 2016.

The hotel is owned by [Laurus Corporation](#), a Los Angeles based real estate investment and development company, and will be managed by [The Procaccianti Group](#).

For more information about Pullman Hotels, please visit www.PullmanHotels.com.

ABOUT PULLMAN

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Pullman Hotels & Resorts strike the perfect balance for a new generation of hyper-connected and sophisticated travelers. Whether connecting performance and enjoyment, efficiency and well-being, business and leisure – it's always patently Pullman. Pullman appeals to new professional travelers, the Pullman 'global nomads', featuring best-in-class business and fitness facilities, functional contemporary design and balanced food and beverage. Pullman is AccorHotels international upscale brand, with a network counting more than 95 hotels & resorts in Europe, Africa, Middle East, Asia-Pacific, Latin America, and North America.



ABOUT ACCORHOTELS

AccorHotels is a Group united by a shared passion for hospitality and driven by a shared promise to make everyone Feel Welcome.

Over 180,000 women and men in 3,800 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers, partners and employees:

- its dual expertise as a hotel operator and franchisor (HotelServices) and a hotel owner and investor (HotelInvest);
- a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery by Sofitel, Grand Mercure, The Sebel), midscale (Novotel, Suite Novotel, Mercure, Mama Shelter, Adagio) economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments;
- a powerful marketplace and loyalty program Le Club AccorHotels
- almost half a century of commitment to corporate citizenship and solidarity with the PLANET 21 program.

Accor SA shares are listed on the Euronext Paris exchange (ISIN code: FR0000120404) and traded in the USA on the OTC marketplace (Code: ACRFY)

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