

Paris, November 25th, 2009

FROM:

Laurent TAREAU

ACCOR - Strategic & Marketing Partnership Director

Concern: ISIC & ACCOR strategic partnership

The partnership between ISIC and Accor started in 2004 within our Brazilian properties. By May 2009 it had expanded to a global level, reaching more than 30 countries and 1,000 properties worldwide.

The offer to ISIC card holders has a significant added value; a breakfast for free at Ibis and for 1 € at Etap Hotel, Formula1, HotelF1 and a 10% discount on bookings at Motel6 for the North American Market.

A strategic partnership with the only internationally recognized student identity card (4.5 million card holders worldwide) was a natural choice for Accor's low-cost and economy brands. The collaboration was the most effective way to reach the heart of the global student community.

At Accor, we studied carefully the needs of the students and came to a conclusion that a free breakfast (or at 1€) would match perfectly with this target market. Students care about their finances, so this offer is a healthy way to begin the day without "hurting" their budget.

This partnership is a Win/Win collaboration. For the students it offers an opportunity to benefit from a very attractive promotion throughout our worldwide network. ISIC offers Accor visibility through their international on and offline communication tools, whilst we too offer online visibility and on location ISIC awareness. Students can also easily find details of the promotion at their universities giving additional exposure to both ISIC and Accor.

We are pleased to say that this partnership is a real success! The collaboration and benefit has been recognised throughout the student community and we are expecting it to continue to increase as the partnership develops.

We have found ISIC to be a great partner to work with to be able to successfully encompass the student market. We look forward to continuing to work with ISIC for many years in the future.

Laurent TAREAU
