



First Hotels Wins Danish Travel Award

First Hotels Again Voted Denmark's Best Hotel Chain

First Hotels has been elected Denmark's Best Hotel Chain at the Danish Travel Awards. The event marked the thirteenth time the Danish tourism industry honours its industry players. First Hotels has previously been awarded the title in 2005 and 2007.

"Naturally, we are proud once again to receive the award on a market marked by fierce competition from other hotel chains. Rather than giving us reason to rest on our laurels, the award inspires us to redouble our efforts to provide our guests with choice and quality service experience," says President of First Hotels, Michael Telling.

"Danish travel operators compared the hotel chains and awarded the title to First Hotels ahead of Radisson SAS and Marriot. Naturally, it means a lot to us that the award is a travel industry accolade that recognises the efforts we undertake at First Hotels. We have chosen to position ourselves through design and to create a hotel experience that complements the overall travel experience. Above all this is this award is a recognition of our staff members, for it is they who help create the exceptional guest experience and the award is, no doubt, of their merit," says Michael Telling. Awards were given in a total of 21 categories.

About First Hotels

First Hotels is one of Scandinavia's leading hotel chains with 47 unique hotels that are centrally located near public transport and sights in selected cities across Sweden, Norway and Denmark. Among the hotels are the five-starred First Hotel Rejsen in Stockholm, First Hotel Skt. Petri in Copenhagen and First Hotel Grims Grenka in Oslo.

First Hotels was established in 1993 and initially comprised six hotels in Sweden. The chain has since expanded by acquisition and by developing entirely new hotels.

First Hotels aims to offer quality experiences and individual choice. All hotels are unique in style, atmosphere and décor. First Hotel G, First Hotel Skt. Petri and First Hotel Grims Grenka are examples of the emphasis on design at First Hotels.

First Hotels generates an annual 1.1 million stays and the corporate turnover in 2007 was DKK 1.2 billion. The principal shareholder is Asmund Haare.

For further information, please contact:

Thomas Alnes Aakvik, Marketing Director

Email: thomas.aakvik@firsthotels.no

Mobile: +47 951 18 626