

Press Release

September 16, 2010

Accor Confirms its Intent to Divest its Stake in Groupe Lucien Barrière

In the context of the IPO of Groupe Lucien Barrière, launched today and to be completed by the beginning of October, Accor announces its intent to divest its entire stake in the company, which represents a maximum of 17, 511, 725 shares*, at an indicative price range of €16.10 to €19.60 per share. This disposal is in line with Accor's strategy to refocus on its hospitality business.

* if the over-allotment option is exercised in whole

The IPO prospectus of Groupe Lucien Barrière (the "Prospectus") that received visa n° 10-321 dated September 15, 2010 from the Autorité des marchés financiers (the "AMF"), is available at the headquarters of Groupe Lucien Barrière and of the financial intermediaries and on the Internet websites of the Company (www.grouperlucienbarriere.com) and the AMF (www.amf-france.org). The Prospectus consists of the document de base registered by the AMF under n° I.10-053 on July 6, 2010, a note d'opération and a summary of the Prospectus (included in the note d'opération). Attention is drawn to the risk factors set forth in Chapter 4 of the document de base and Section 2 of the note d'opération.

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms.

Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, hotelF1 and Motel 6, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget. With 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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