

Press release

Swiss Premium Hotels (GmbH)

on expansion course

Zurich, 21 April 2009 - Founded less than a year ago, Swiss Premium Hotels is going from strength to strength. Additional renowned and well-positioned hotels in the Engadin (the Hotel Schweizerhaus in Maloja) and the Valais (the Golfhotel Saaserhof in Saas-Fee and the Hotel Bellerive in Zermatt) have fulfilled the criteria laid down by the marketing organisation with respect to authenticity, quality and willingness to provide an outstanding service and have accordingly been granted membership.

The successful Swiss Premium Hotels organisation, which currently comprises 17 superior-quality hotels, is setting its sights on even higher goals. By the end of the year, it aims to have taken on board even more qualified hotel establishments wishing to benefit from the attractive, varied services offered by this young and dynamic marketing organisation. The activities of Swiss Premium Hotels focus on marketing and promotion, IT and reservation systems, an attractive and comprehensive website, which also features travel tips, presentations at and participation in national and international trade fairs, and yield marketing, as well as tailor-made measures to improve members' occupancy rates.

Swiss Premium Hotels is a Swiss company specialising in the marketing of hotels. It provides sales and marketing services for hotels in the categories, 3-star* superior to 5-star, in accordance with the guidelines of *hotelleriesuisse*. It is managed by a competent team with many years of experience in the hotel industry, namely Wanda Meyer and Claus Niederer. The company is domiciled in Rüschlikon, canton Zurich.