



SOL MELIÁ AND THE STEIN GROUP ANNOUNCE A JOINT VENTURE TO COOPERATE IN THE DISTRIBUTION, SALES, MARKETING AND MANAGEMENT OF OUTSTANDING SMALL LUXURY HOTELS

- **The Joint Venture, Luxury Lifestyle Hotels & Resorts, will initially include 57 hotels in 10 countries in Europe, amongst them 12 Meliá Boutique hotels.**
- **The alliance will assist in the development of Luxury Lifestyle Hotels & Resorts through the integration of more than 150 outstanding independent luxury hotels in the coming two years.**

Palma de Mallorca, 24 January, 2005.- Sol Meliá Hotels and Resorts and The Stein Group have signed a 50-50 joint venture agreement to manage the sales and distribution of Luxury Lifestyle Hotels and Resorts, the sales arm of The Stein Group, will add its 45 hotels to the hotel distribution systems owned by the hotel chain, joining the 12 Meliá Boutique hotels operated by Sol Meliá.

The agreement means that all of the Luxury Lifestyle Hotels & Resorts will be included on the Sol Meliá distribution system (SolRes), and that this system will also be opened up to suitable independent hotels, providing them with access to all of the hotel chain's distribution channels worldwide, particularly the Global Distributions Systems (GDS) and Internet.

Luxury Lifestyle Hotels and Resorts distributes and promotes exclusive hotels, the majority of them managed as independent properties. The hotels are architecturally attractive, warm and elegant, and provide highly personalised service. They provide no more than 125 rooms and offer the most discerning guests exclusive luxury facilities and services, including superior quality restaurant service. LLHR provides associated hotels with a sales network and marketing, advertising, public relations and communications services.

The new joint venture expects to attract and add new hotels to its distribution platform and management services and forecasts adding 150 hotels over the next two years.

Sol Meliá operates a fully integrated sales and distribution platform named SolRes developed internally by the company. The platform covers hotels needs as a CRS (Central Reservation System), incorporates customer relationship management, and loyalty programmes management. SolRes also allows hotels to connect to the GDS (Global Distribution System), offers real-time online hotel booking with both individual end-users and with travel intermediaries, and also provides call centre and connectivity services with different operators and agencies in real time, factors which have led to extraordinary growth in Sol Meliá centralised sales in recent years.





David Stein, Chairman of The Stein Group confirms that he is absolutely convinced that "the new joint venture company will provide Luxury Lifestyle Hotels & Resorts with the best distribution channels in the market". "Sol Meliá has developed a booking and hotel technology platform (SolRes) to sell their own hotels and those of other hotel owners, the results of which have seen tremendous growth year after year, particularly in GDS channels and on the Internet.

In addition, Sol Meliá and The Stein Group will develop a new type of Lifestyle hotel, with Sol Meliá contributing to the management of The Stein Group: the Meliá Boutique Colbert and Meliá Boutique Alexander both in Paris, France.

Sebastián Escarrer, Vice Chairman of Sol Meliá stated that "the joint venture with The Stein Group provides us with a partner renowned for its excellence and experience in the management of luxury hotels and providing the service and care expected by our guests". Escarrer is sure that David Stein and his hotel management company will create new concepts and "Soul and Magic" experiences for Meliá Boutique hotels.

The Stein Group hotels enjoy excellent locations and unique design, exceptional cuisine, friendly and efficient staff, and an intimate ambience.

For further information:

- Sol Meliá and Luxury Lifestyle corporate stands at FITUR
- www.llhrhotels.com
- Oswald Lares, Chief Operating Officer, +34 93 272 45 30

About The Stein Group

The hotel real estate development company "The Stein Group" was founded in California (USA) in 1977 and began operating in Spain in 1992 as a general real estate company that began to specialise in the acquisition and development of small luxury and leisure properties and also residential developments. The company owns seven luxury hotels (Gran Hotel Son Net, Mallorca, Spain; Durley House, London, Great Britain; Blakes Hotel, Amsterdam, Holland; Gran Hotel La Florida, Barcelona, Spain; Château Eza, Eze-Côte d'Azur, France; Brownes Hotel, Dublin, Ireland; Gran Hotel Miramar, Barcelona, Spain scheduled to open in 2005), Gran Hotel El Cortesin, Málaga, Spain. (Opening in 2007)

The Stein Group also owns and operates a chain of luxury restaurants "L´Orangerie", a Luxury Lifestyles Magazine, communication services and a club which provides exceptional benefits for its members.

For further information: www.thesteingroup.com

Contact: Borja Ochoa, Director Sales & Marketing - +34 93 272 45 30





About Sol Meliá

Founded in 1956 in Palma de Mallorca (Spain), Sol Meliá is the largest resort hotel chain in the world, and the leading hotel chain in Spain in both the city and resort hotel markets. The company currently provides 84,000 rooms in 350 hotels in 30 countries on 4 continents, and employs 36,000 people in its Meliá, Tryp, Sol, Paradisus and Hard Rock hotels and resorts through Sol Meliá Vacation Club.

For further information: www.solmelia.com.

Contact: Cristina Molina, Corporate Communications Manager.

