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EASYHOTEL GOES HEAD TO HEAD WITH MANDARIN ORIENTAL

- easyHotel takes on Mandarin Oriental £42,000 suite with £41,999.99 alternative for the cost-conscious elite

easyHotel, the leading super-budget hotel chain with distinctive mandarin-coloured decor, today announces its entry into the high-end luxury market.

Just days after the Mandarin Oriental launched its £42,000 deluxe suite, easyHotel is offering suites for a competitive £41,999.99.

Of the £41,999.99, £41,980 is optional.



The new deluxe room tariff reads as follows:

1. Suite with tasteful mandarin decor, integral ensuite, open plan wardrobe, bedside tables with built-in USB sockets and adjustable air conditioning. From £19.99
2. Optional in-room meal cooked by Michelin-starred chef. £5,000.
3. Optional Mercedes A Class car to keep. £22,195.
4. Optional Jaeger leCoultre watch to keep. £5,950.

5. Optional Savile Row bespoke suit to keep. £5,000.
6. Optional orange carpet on arrival and paparazzi. £2,500.
7. Optional chauffeured trip to the Royal Opera House and private box. £3,000.
8. Optional lavish fruit display and tasteless art. £2,000.
9. Optional in-room butler. £1,000
10. Optional monogrammed mandarin towel robe £39.99.
11. Ginger biscuits, bottle of orange bubbly (Irn Bru or Fanta). Complimentary.
12. Free 24 carrot necklace for guests while stocks last

Neil Fidler, Comfort Evangelist at easyHotel, said: "We're glad to be taking our stylish, comfortable proposition to a wider audience and we're excited at the prospect of welcoming celebrities, royalty and oligarchs to our hotels. The package that we're offering is highly competitive and, in this case, guests will be able to take quite a lot away with them as memories of their stay."

- Ends -

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Notes to Editors:

www.easyhotel.com <http://ir.easyhotel.com>

easyHotel is the owner, developer, operator and franchisor of branded hotels. Its strategy is to target the super budget segment of the hotel industry by marketing "clean, comfortable and safe" hotel rooms to its customers.

Operating hotels

easyHotel's eleven owned hotels currently comprise 1,219 rooms, and it has a further 25 franchised hotels with 2,139 rooms.

Owned hotels:

United Kingdom: Old Street (London), Glasgow, Croydon, Birmingham, Manchester, Liverpool, Newcastle*, Leeds, Sheffield and Ipswich.

Spain: Barcelona

Franchise locations:

United Kingdom: Edinburgh, London Heathrow, Central London, Luton, Reading and Belfast.

Europe: Belgium (Brussels), Bulgaria (Sofia), Germany (Berlin, Frankfurt, Bernkastel-Kues), Hungary (Budapest), The Netherlands (Amsterdam: City, Arena & Zaandam, Rotterdam, The Hague, The Hague Scheveningen Beach, Maastricht), Portugal (Lisbon), Switzerland (Basel, Zurich).

International: UAE (Dubai).

Hotel development pipeline

The Company's committed development pipeline of owned and franchised hotels currently consists of:

Owned hotels:

United Kingdom: Milton Keynes, Chester, Cardiff, Oxford*. Subject to planning consent: Cambridge*, Blackpool and Bristol.

Europe: Subject to planning consent: Ireland (Dublin), France (Paris-Charles de Gaulle Airport*).

Franchise hotels:

Europe: Spain (Malaga), Switzerland (Zurich, Basel), Netherlands (Amsterdam Schiphol Airport).

International: Iran, Sri Lanka, Turkey (Istanbul), UAE (Dubai).

*Hotels under an operating lease.