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Rezidor and Paulaner extend cooperation in Russia & CIS

The Rezidor Hotel Group and the largest Bavarian brewery Paulaner extend their cooperation in Russia & CIS: Both companies signed an agreement to include microbreweries and adjacent restaurants under the brand “Paulaner Bräuhaus” to suitable new Radisson and Park Inn hotels in Russia & CIS.

Rezidor already manages a “Paulaner Bräuhaus” at the Park Inn Pulkovskaya in St. Petersburg – the biggest Paulaner outlet in Europe and recently awarded as best hotel restaurant in town by “Time Out Magazine”.

“The Paulaner Bräuhaus microbrewery restaurant concept is known worldwide and has proven itself internationally in various locations”, comments Marko Hytonen, Vice President Future Openings and Corporate F&B of The Rezidor Hotel Group. “The large success of the Paulaner Bräuhaus in St. Petersburg shows that the brand is highly popular and well appreciated in Russia. In a very short time, we have already secured four more sites for Paulaner microbrewery restaurants in Russia.”

“Russia is a very important and promising market for our Paulaner Bräuhaus concept and in The Rezidor Hotel Group we found an extremely capable and highly appreciated partner”, says Jürgen Schenk, Head Brewmaster of Paulaner Bräuhaus Consult.

“Paulaner Bräuhaus” combines Bavarian traditions and gastronomic experiences with a modern and contemporary pulse – it offers a unique mixture of restaurant with classic Bavarian dishes, bar, event location, beer garden and microbrewery. The famous Paulaner “Weißbier” (wheat beer) and other specialities are brewed in front of the guests: always fresh, unfiltered, naturally cloudy – and of course according to the since 1516 existing German “Reinheitsgebot” (purity law) which allows no other ingredients than yeast, malt, hops and water. Important success factors are furthermore the ambiance with wooden furniture and walls as well as the entertainment with an original Munich touch.

The Rezidor Hotel Group is among the first international hotel groups with an extensive development on the Russian and CIS market. Today, the company has 23 hotels in operation and under development in this emerging region – among them prestigious properties such as the Radisson SAS Royal Hotel, the Park Inn Pulkovskaya and the Park Inn Pribaltiyskaya (all three in St. Petersburg), the Radisson SAS Slavyanskaya Hotel in Moscow, and the Radisson SAS Hotel in Kiev.

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*The **Rezidor Hotel Group** is one of the fastest growing hotel companies in the world. The group features a portfolio of 288 hotels in operation and under development with more than 59800 rooms in 47 countries.*

*Rezidor operates the brands **Radisson SAS Hotels & Resorts, Regent International Hotels, Park Inn and Country Inns & Suites** in Europe, Middle East and Africa, along with the goldpoints plusSM loyalty programme for frequent hotel guests. Rezidor has signed a worldwide license agreement with the Italian fashion house Missoni, in order to develop and operate a lifestyle hotel brand of the same name: **Hotel Missoni**.*

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. With 35%, Carlson Companies is currently the main shareholder.

The Corporate Office of the Rezidor Hotel Group is based in Brussels, Belgium.

For more information on Rezidor, visit www.Rezidor.com