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Rezidor is of the World's Most Ethical Companies 2012

Hotel Group receives prestigious award for the third consecutive year

The Rezidor Hotel Group, one of the fastest growing hotel companies worldwide and a member of the Carlson Rezidor Hotel Group, remains one of the World's Most Ethical Companies: The US-think tank Ethisphere Institute has awarded Rezidor for the third consecutive year for real and sustained ethical leadership. The Honoree Dinner took place in New York City yesterday in presence of Madeleine K. Albright, former US Secretary of State.

"We are very proud that we have maintained our status as one of the World's Most Ethical Companies since 2010. We are on a long term basis committed to a responsible way of doing business. We translate words on ethical practices into action, create innovative ideas to benefit the public, and raise the bar for standards within our industry", said Kurt Ritter, President & CEO of Rezidor.

The sixth annual selection of the World's Most Ethical Companies saw a record number of nominations and applications from companies in more than 100 countries and 36 industries. The methodology for the award includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers. "This year's winners know that a strong ethics programme is a key component to a successful business model, and they continue to scrutinize their ethical standards to keep up with an ever-changing regulatory environment", said Alex Brigham, Executive Director of Ethisphere.

Rezidor's group-wide Responsible Business Programme has its roots as far back as 1989. Besides the respect for social and ethical issues within the company the programme also focuses on health and safety for guests and employees, and on a reduced negative impact on the environment. The Responsible Business Programme is compulsory to all employees and hotels, and is also reflected in the "Always Care" motto of Rezidor's renowned Safety & Security Programme TRIC=S. The group supports charity organizations such as World Childhood foundation, partners with responsible players like World Cleanup 2012, and has signed to the UN Global Compact and Caring for Climate initiative. One of the latest developments within the Responsible Business Programme is the five years energy saving project "Think Planet".

About The Rezidor Hotel Group

*The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of more than 425 hotels in operation and under development with more than 93,000 rooms in over 65 countries. Rezidor operates the brands **Radisson Blu Hotels & Resorts** and **Park Inn by Radisson** in Europe, Middle East and Africa, along with the Club Carlson loyalty programme for frequent hotel guests. Under a worldwide licence agreement with the iconic Italian fashion house Missoni, Rezidor also operates and develops the new lifestyle brand **Hotel Missoni**. Rezidor is a member of the Carlson Rezidor Hotel Group, one of the ten largest hotel groups worldwide.*

For more information on Rezidor, visit www.rezidor.com and www.carlsonrezidor.com

About Ethisphere Institute:

The research-based Ethisphere® Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. Ethisphere provides the only third-party verifications of compliance programs and ethical cultures that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification™. The Institute's premier membership group, the Business Ethics Leadership Alliance™, is a business ethics forum that includes more than 100 leading corporations, universities and institutions that collectively leverage their experience, expertise and innovative ways to address emerging compliance challenges.

More information on the Ethisphere Institute, including ranking projects and membership, can be found at <http://www.ethisphere.com>.

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