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Rezidor and Esta Holding announce the Park Inn by Radisson Donetsk, Ukraine

The Rezidor Hotel Group, one of the fastest growing hotel companies worldwide and the leading international hotel operator in Russia/CIS announce the Park Inn by Radisson Donetsk. It is the very first Park Inn by Radisson hotel in Ukraine and a common project with Esta Holding, the country's largest investor in the real estate sector. The mid-market property is being developed on the basis of the "Kiev" hotel located on Pushkin Boulevard in the center of Donetsk.

"Ukraine is a key market in Eastern Europe for us. We are already successfully operating our upper upscale brand Radisson Blu in the country, and are delighted to follow with our young and dynamic mid market brand Park Inn for which we see a considerable growth potential", said Kurt Ritter, President & CEO of Rezidor. The group's current portfolio in Ukraine features the Radisson Blu Hotel, Kiev; the Radisson Hotel, Alushta on the Black Sea coast; and a third hotel under development: the Radisson Blu Resort, Bukovel in the country's most popular ski area.

"The Park Inn Donetsk will be the first internationally managed 3-star hotel in Ukraine bringing the expertise and high standards of affordable accommodation to the hospitality market," commented Dejan Djordjevic, Managing Director of the Hospitality Business, Esta Holding.

The Park Inn by Radisson Donetsk has a prime location in the city centre: Pushkin Boulevard is the city's main pedestrian street and home to numerous cafes, restaurants, and monuments. Across the street is the recently re-designed Shcherbakov Park, which hosts events and festivals (including the "Fan Zone" during Euro 2012). The main square, Opera and Ballet theatre, large-scale shopping malls and numerous corporate offices are in the immediate area. The hotel is already under construction and will open in Q2 2012, with 175 guest rooms, an all-day dining restaurant, meeting rooms, gym and outdoor parking.

Donetsk has large mineral resources and is one of the most economically important cities in the Ukraine. Moreover, Donetsk's new "Donbass Arena" will host five key matches during UEFA Euro 2012 (hosted jointly by Poland and Ukraine) including the semi-final.

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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 400 hotels in operation and under development with 88,800 rooms in over 60 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**.*

In November 2006, Rezidor was listed on the Stockholm Stock Exchange. Carlson, a privately held, global hospitality and travel company, based in Minneapolis (USA), is the majority shareholder.

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

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

About Esta Holding

ESTA Holding is the managing company for Esta Group, a real estate holding of SCM Group.

ESTA Holding acts as an investor and developer as well as ensures strategic management over commercial, hotel and residential real estate.

Esta Group includes Donbass Palace Hotel (Donetsk), Opera Hotel (Kiev), Kiev Hotel (Donetsk), a logistics complex (Dnepropetrovsk), as well as a number of projects under realization, eg. a multi-functional Pushkinskiy Complex (Donetsk), a mixed-use complexes in Moskovskaya square and in Frolovskaya street (in Kiev.). Also, the Group co-owns Leonardo business-centre in Kiev).

ESTA Holding is 100% owned by SCM Group.

*Stay updated on ESTA at Twitter - www.twitter.com/esta_ua.
For more details see www.estaholding.com*