

**GLOBAL HOTEL ALLIANCE ANNOUNCES JURYSDOYLE TO BE ITS TENTH MEMBER;
SIGNING CEREMONY TO BE HELD IN DUBLIN AS PART OF BI-ANNUAL CEO MEETING;
JURYSDOYLE RE-BRANDING WILL HERALD OFFICIAL ENTRANCE TO ALLIANCE**

Geneva, 5th June 2008. At a signing ceremony in Dublin, as part of its bi-annual CEO Committee meeting, Global Hotel Alliance (GHA) today announced that it will welcome JurysDoyle as its tenth member later this year, after JurysDoyle has completed a re-launch process, which will include a comprehensive revamp of its brand identity. GHA thus celebrates the arrival of its tenth member, by adding the Dublin based international hotel company and expanding its reach to several new destinations.

JurysDoyle Hotel Group is a collection of 11 unique luxury hotels in 6 key cities in Ireland, the UK and the USA. Each of its hotels is different – some boutique style, some modern and some classical. All offer superbly appointed bedrooms, excellent meeting facilities, convivial bars and great restaurants. A genuine warm welcome and an intuitive understanding of guest requirements are at the heart of the group's approach.

JurysDoyle has already started a significant renovation programme of its hotel portfolio, and later this year will launch a new brand direction, which will support the repositioning of its portfolio of luxury hotels.

Bill Walshe, JurysDoyle's CEO, comments:

"2008 is a landmark year for our company. We are re-positioning as a luxury hotel brand dedicated to the creation of a portfolio of truly individual luxury hotel experiences. We will launch a new brand direction and subsequent image campaign later this year, and expect our comprehensive renovation programme to be completed by Spring 2009. All of this will culminate in us joining GHA later in the year, which is an exciting and important step for us as we seek to gain new customers and a broader reach for our new brand. GHA will enable us to gain visibility in new markets, talk to more customers and upgrade our distribution and CRM technology more cost-efficiently, and faster than we could do on our own."

Walshe is also pleased to have the opportunity to showcase one of his group's newly renovated hotels to the GHA member CEOs. "We're proud to be hosting GHA's CEO Committee at one of our flagship properties, the recently refurbished Westbury Hotel in Dublin. This is an opportunity for us to showcase our approach to luxury to some of the most experienced and high profile luxury hoteliers in the world, who we will soon proudly call peers within the Global Hotel Alliance."

Chris Hartley, GHA's CEO, says that reaching ten members is an impressive milestone for such a young alliance: "A few years ago we started as a good-will venture between brands to reduce technology costs. Today we are ten companies working dynamically in all areas of sales, marketing and distribution,

not just to reduce costs, but to attract new revenue streams through joint sales offices, common partnerships, CRM and many other activities. Bringing in such a reputable and traditional company as JurysDoyle demonstrates that our alliance has matured enough to attract the top brands from around the world."

GHA's members are all regional brands, offering truly local experiences, and an attractive alternative to the standardised, chain experience. "JurysDoyle is another member that exemplifies our positioning" Hartley added.

JurysDoyle will switch, within the next twelve months, to GHA's central reservations system, gha.net, powered by the technology of its partner Micros-Fidelio. Since its launch in 2007, gha.net has enabled members to grow their CRS business by over \$15m, while reducing their cost of distribution by over \$1.5m. Brand member web-sites cross-sell each other's hotels and shared voice reservations services will soon be offered to members using GHA's technology platform.

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About Global Hotel Alliance

Based on the airline alliance model, Global Hotel Alliance is the world largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises Anantara, Cham, Dusit, Kempinski, Landis, Leela, Marco Polo, Omni and Pan Pacific, encompassing 160 upscale and luxury hotels with over 46,000 rooms in 41 different countries. www.globalhotelalliance.com

About JurysDoyle Hotel Group

A collection of 11 centrally located luxury hotels in the following cities: Dublin, Cork, London, Bristol, Washington DC and Boston. www.jurysdoyle.com

Dublin	The Westbury Hotel Jurys Croke Park Hotel	Cork	Jurys Cork Hotel
London	Jurys Kensington Hotel Jurys Clifton Ford Hotel Jurys Gt. Russell St. Hotel	Bristol	Jurys Bristol Hotel
DC	Jurys Washington Hotel The Courtyard Jurys Normandy Inn	Boston	Jurys Boston Hotel

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