



Give Peace a Chance

Forty years after JOHN and YOKO campaigned to "Give Peace a Chance" in the Amsterdam Hilton 1969, YOTEL announce "Bed Peace" in Schiphol Airport 2008 where the 3rd YOTEL opens airside on 30 September.

In the 60's Britain exported creativity and innovation in fashion and music around the world with the likes of Mary Quant and The Beatles. Today that same spirit of entrepreneurship whether it be a Dyson or a Body Shop continues.

Drawn from the influences of Japan, airline travel and luxury yachts, YOTEL are launching the start of their international expansion plan by opening their first international hotel at Schiphol. YOTEL CEO Gerard Greene describes YOTEL as "the iPod of the hotel industry. YOTEL delivers luxury at a great price and is accessible to all. With the support of our partners IFA HR, we are intent on taking this around the world, not only to airports but to city centres where space is at a premium.

YOTEL is a joint creation by YO! Founder Simon Woodroffe and YOTEL CEO Gerard Greene. Inspired by an airline upgrade into first class, Simon saw the potential to fuse the language of luxury airline travel with Japanese capsule hotels to create a small but luxurious cabin. With Gerard at the helm of the company, this vision was translated into today's reality.

YO! Founder – Simon Woodroffe adds – "the radical approach of the YOTEL brand with the signature formula of innovation and entertainment fits well with Amsterdam Airport Schiphol's vision and is another step on our way to taking the spirit of YO! across the world so that everyone can 'Get their YO!'"

The 57 cabin YOTEL is located inside Schiphol's terminal – Bookable from a four hour minimum with either standard, premium or family cabin options, YOTEL Schiphol's cool cabins feature free WiFi and wired internet access and flat screen TV's. Each cabin comes with a hand-made bed for the best sleep ever and an en-suite bathroom complete with a monsoon rain shower, bespoke body wash and towels. The finishing touch is the relaxing purple mood lighting. Prices start from as little as €35.

YOTEL has the on-going investment support of Kuwait-based IFA Hotels & Resorts (IFA HR) as they move forward with their expansion plans. Talal Jassim Al-Bahar, Chairman and Managing Director of IFA HR stated, "We are very excited about the opening of the first international YOTEL. YOTEL is different from other investments we have in the hotel sector and we truly believe it represents the future. It is a brand that is going to grow exponentially in the next few years"

Commenting on the new addition, Eric-Paul Dijkhuizen, Managing Director of Schiphol Group's Consumer Business Area says, "Schiphol are intent on bringing the very latest world innovations to Amsterdam Airport Schiphol where our goal is to be an Airport City within a City in our own right"

For more information, prices and to book log onto www.yotel.com

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EDITOR'S NOTES

About YOTEL

YOTEL opened its first hotel inside Gatwick's South Terminal opposite international arrivals in July 2007, followed by Heathrow in December 2007, which can be found on the mezzanine level inside Terminal 4. Occupancy rates are close to 200% at the operating hotels. Schiphol will be the company's third site.

Located in the secure transit area on the second floor of Lounge 2, close to Pier D; YOTEL Schiphol is a perfect solution for frequent business flyers with early commutes or passengers from Europe, the US and Asia with scheduled transfer flights, as well as for those passengers who have to deal with unexpected flight delays and cancellations. Amsterdam Airport Schiphol handled nearly 48 million passengers last year.

About IFA HOTELS & RESORTS

www.ifahotelsresorts.com

IFA Hotels & Resorts is a leader in the development of premier integrated and mixed-use hotel and tourism resort projects throughout Europe, the Middle East, the Far East, Africa, the Indian Ocean Region and North America.

IFA Hotels & Resorts' activity in resort development began in the mid 80s with the acquisition and development of Pine Cliffs Resort in the Algarve, Portugal, through United Investments Portugal, which is part of the IFA Consortium.

The grandeur of Pine Cliffs provided the ideal environment for investment in the real estate sector as well as residential homes and resort living, and thus the consortium's link with the hospitality sector developed. Today, IFA Hotels & Resorts sets the international benchmark for the development of world class integrated real estate development.

A specialist in resort development, IFA Hotels & Resorts enjoys close links to premier hospitality operators such as Fairmont Hotels & Resorts, Mövenpick Hotels & Resorts, Kempinski Hotels and Sheraton Hotels & Resorts, appointed to manage resort developments around the world.

IFA Hotels & Resorts listed on the Kuwait Stock Exchange in January 2006, with a market capitalisation of over US\$ 1 billion. The company also listed on the South African JSE Limited (Johannesburg Stock Exchange) during 2006 with plans to list on other major exchanges in the future. In January 2007, the company invested in listed Thai developer Raimon Land.

Globally, IFA Hotels & Resorts has entered into strategic alliances and joint venture partnerships with leading companies such as Kingdom Hotel Investment Group (Saudi Arabia), Nakheel (UAE), United Investments Portugal, YOTEL (UK), a strategic alliance with RCI (part of the Cendant's Group), Tongaat Hulett Developments (South Africa), Boschendal Ltd (South Africa), Raimon Land (Thailand), Ohlthaver & List (Namibia), Indian Ocean Resorts (Seychelles) and most recently Related (United States).

IFA Hotels & Resorts is currently present in Kuwait, Dubai, Lebanon, the United Kingdom, the Netherlands, Portugal, France, South Africa, Kenya, Zanzibar, Namibia, Seychelles, Thailand, Caribbean and New York, with plans to link its resorts to new parts of the globe. This will offer investors and tourists access to world class facilities through a network of hotels, residential resorts, vacation and residence club destinations.

IFA Hotels & Resorts' programme of brand acquisition and developer partnerships will continue into the future, illustrated by the ever growing strength of its product range: lifestyle membership clubs, vacation clubs, fractional ownership, hotel ownership, residences, yacht ownership clubs and jet ownership clubs.

This unique product range enables IFA Hotels & Resorts to continuously anticipate and deliver to the varying property investment and leisure requirements across the globe.

YO!

www.yocompany.biz

Simon Woodroffe is the creator of worldwide restaurant phenomenon YO! Sushi (www.yosushi.com) and is a well-known entrepreneur from the UK following a stint as a "dragon" on the popular UK BBC2 television series The Dragons' Den where aspiring entrepreneurs vie for support from established business people.

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