



**easyHotel.com**

## **easyHotel to open 10 hotels accross Germany**

easyHotel.com is set to realize its plans of becoming one of Europe's leading 'super budget' hotel operators with the signing of a Master Franchise Agreement with i.gen hotels, which will see them open 10 budget hotels across Germany over the next four years.

In what is easyHotel's largest European franchise deal to date, easyHotel.com sees this agreement as a major step forward in achieving its growth targets.

The agreement with i.gen hotels is the first in a series of deals, currently under negotiation, which will see easyHotel.com operating in major European city destinations as part of its strategy to sign up 60 new franchisees in the next three years.

Stelios, the serial entrepreneur and easyGroup chairman says, "easyHotel is all about low cost and efficiency and offers our guests well-equipped, clean, safe, en-suite bedrooms in urban locations. Signing this Master Franchise Agreement with i.gen is a significant move into the German market for easyHotel.com. Germany is a huge market and this expansion demonstrates our commitment to building the easyHotel brand globally and working with experienced partners like i.gen hotels, who have a wealth of knowledge about the German hotel sector."

Talking about the development plans, Achim Marowsky, CEO i.gen hotels "We are delighted to announce this agreement with easyHotel and our aim is to open a minimum of 10 hotels across Germany by 2011. This is a very exciting time for us and, with the success easyHotel has had so far, we are looking forward to working with them to meet the rise in demand for quality, well priced hotel accommodation in Germany"

### **About i.gen hotels GmbH**

Synergy of competence – Wide experience in real estate and hotel business ideally combined in i.gen hotels. Created to develop and manage easyHotels in Germany with its first project at Hackescher Markt in Berlin's lively new centre.

### **About easyHotel**

Relying entirely on web bookings to generate sales, easyHotel already operates hotels in London, as well as Basel, Switzerland. Further openings scheduled for 2007 include a third London hotel in Earls Court as well as Budapest, Zurich and Luton.



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