



MEDIA RELEASE

Adina Apartment Hotels Expand Further into Europe

Sydney, NSW, 16 September 2008: Following the success of its existing Adina Apartment Hotels in Europe, Australian-owned Toga Hospitality is set to add at least three new Adina Apartment Hotels to its portfolio over the next two years.

Toga Hospitality's three Adina Apartment Hotels, currently operating in Copenhagen, Budapest and Berlin offer stylish and spacious five-star apartment accommodation, hotel service and excellent lifestyle facilities.

As a result of the popularity of the apartment hotels and market research, Toga Hospitality is pleased to announce the opening of the following new Adina Apartment Hotels:

- Adina Apartment Hotel, Frankfurt: 2009
- Adina Apartment Hotel, Berlin Hauptbahnhof: 2009
- Adina Apartment Hotel, Hamburg City (Michel) April: 2010

Adina Apartment Hotel, Frankfurt

Adina Apartment Hotel, Frankfurt is a new development perfectly positioned along the banks of the river Main - just a few minutes from the city centre.

The Hotel will offer 134 rooms including one and two bedroom apartments and studios. The apartments will feature separate lounge and sleeping areas with fully equipped kitchens and laundries and facilities including gymnasium and pool. Many of Frankfurt's main sightseeing attractions such as the historic Romer, Frankfurt Cathedral, St Paul's Church and the Goethe-House are within walking distance.

Adina Apartment Hotel Berlin Hauptbahnhof (Central Station)

Situated just minutes away from the main railway station in Berlin and the largest crossing station in Europe, Adina Apartment Hotel Hauptbahnhof will provide a perfect base for all Berlin-destined travellers. The 139 studio rooms and one and two bedroom apartments will exude Adina style in space, design and layout and offer travellers excellent lifestyle facilities right in the hub of Berlin.

Adina Apartment Hotel Hamburg City (Michel)

Adina Apartment Hotel Hamburg is situated just minutes from Hamburg's landmark St Michaelis ('Michel') Church which offers wonderful views over the harbour and downtown. The 128 studio rooms and one and two bedroom apartments will embrace all the homely Adina comforts such as separate lounge and sleeping areas and fully equipped kitchens and laundries (in one and two bedroom apartments) as well as stylish and contemporary décor.

Rachel Argaman, CEO of Toga Hospitality said "Toga Hospitality, the first Australian owned hotel group to venture into the European market, has had a team on the ground in Europe for almost eight years now."

"The Toga team has undertaken comprehensive market research to enable successful identification of growth opportunities as well as potential locations and sites. As a result, Toga Hospitality is expanding its presence with the opening of three new Adina Apartment Hotels in the next two years, and more to come."

“We are very excited to be expanding our portfolio further in Europe with these three properties and more on the horizon. We are currently actively seeking other properties in Germany and Scandinavia. Apartment hotels are a relatively under-developed niche in the European market and we will continue to focus our high quality product towards both the corporate and leisure travel markets in major commercial centres, currently dominated by hotels with smaller rooms,” added Rachel Argaman.

Toga Hospitality has a clear strategy for continued growth over the next five to ten years that will see the group continue to expand its Adina market presence in strategic locations across Europe.

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About Toga Hospitality

Toga Hospitality is one of Australia’s largest accommodation providers, currently operating 46 strategically located hotels and apartment hotels in Australia, New Zealand and Europe. The hotel brands include: Medina Apartment Hotels (22 locations across Australia), Vibe Hotels (six locations in Australia) and Travelodge (15 locations across Australia and New Zealand) and boast over 5,800 apartments and hotel rooms. In Europe, Adina Apartment Hotels are located in Berlin, Copenhagen and Budapest (three locations). www.togahotels.com.au