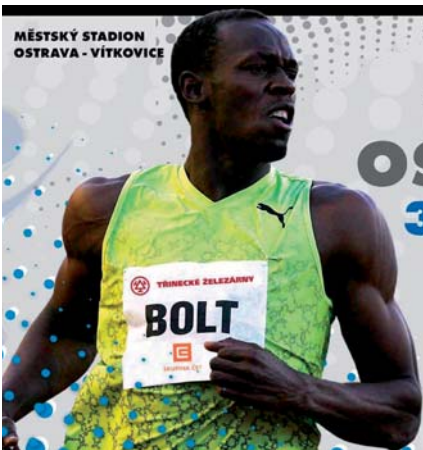


Usain Bolt dominated the Golden Spike and the Clarion Congress Hotel Ostrava

The Clarion Congress Hotel Ostrava hosted participants in the 50th Golden Spike athletic meeting. Even world athletes Usain Bolt and the American champion Maurice Green got a taste of the comfortable four-star hotel services.

The Fiftieth Jubilee Golden Spike Meeting in Ostrava, as expected, was dominated by the Jamaican sprinter Usain Bolt. The world record holder won the "hundred" with a time of 9.91 seconds. "We looked after the guests at the highest possible level in order that they could have enough comfort and peace to prepare for outstanding sporting performances," said Radim Beneš, Director of the Clarion Congress Hotel Ostrava. Bolt spent three days in Ostrava and the elite athlete was undoubtedly the most prominent guest at the Clarion Congress Hotel Ostrava. "The



biggest athletic star of the meeting had only one wish, and that was that there would be a Playstation 3 game console waiting in his room," revealed Radim Beneš. In the nature of a proper hotel-keeper with a star guest, he personally bid him farewell before he left. "That was an experience! Usain Bolt has been with us several times, and we believe he will return again soon," added Beneš holding a commemorative book recently photographed by the phenomenal sprinter.



Dear Business Partners, Colleagues and Friends,

Summer has entered into its second half and many of us could no longer wait for the moment, when we would leave the hustle and bustle of work at least for a while, and temporarily change the sweltering streets and houses for water, bicycles, sea or perhaps we rest peacefully at a cottage. CPI Hotels however, does not take vacations, so in the weeks off we think about how it is necessary to not only enjoy ourselves, but ultimately to work. Caring for guests and improving our services is always a priority. I can state with pleasure that the planned projects are proceeding and continue to move us to even higher standards. Hotel Gomel České Budějovice, which is literally changing before our eyes into the Clarion Congress Hotel České Budějovice, is getting a new look. We have started another major reconstruction these days in Olomouc, where over the course of two years we are reconstructing the current Hotel Sigma Olomouc into a top Clarion Congress Hotel. I am also pleased by the steady reconstruction of the rooms and strengthening of the security measures at the Chernigov Hotel in Hradec Králové. After rigorous preparation, we have released the brand-new web pages of Cultural and Congress Centre ArtlGY, where you can now read about what services we offer and what type of fall programs you can look forward to. Our next projects in development are at the Benada Restaurant, for the moment you can enjoy typical summer cuisine. And we are preparing for you even more...

I wish you a pleasant rest of the summer!

Jan Kratina

General Director and Chairman
of the Board CPI Hotels, a.s.

Personnel



Jakub Trapek became the Director of Clarion Hotel Prague Old Town.

Michal Marek is new support in the position of Franchising Manager in the CPI Hotels group, who will be in charge of developing individual brands.

Assistant General Director **Jana Havlová** got married and will now work under her new name **Čermáková** in her service to CPI Hotels a.s..

Žaneta Špalová from Clarion Congress Hotel Ústí nad Labem was promoted to the position

of Sales and Marketing Manager.

Lucie Bednářová moved from Manager of the Reservations Department of Clarion Congress Hotel Prague to the position of Leisure Sales Manager. **Lucie Vokůrková** filled her original position.

Buddha-Bar Hotel Prague won award from Tripadvisor.com and Expedia.com

Luxury Buddha – Bar Hotel Prague, which is situated in the centre of Prague, confirmed its exceptional quality of provided services and earned the Certificate of Excellence from Tripadvisor.com for the second time. To this honour was further added the Insider's Select Award 2011, which Expedia.com traditionally bestows.

"Feedback from our guests is very important. It helps us to constantly improve specific areas of service and maintain the unrivalled attributes, which make our hotel so unique," said Veronika Fajčíková, Director of Buddha-Bar Hotel Prague. TripAdvisor.com is one of the world's biggest portals of the tourist trade,

where guests share their real experiences and impressions from travel all around the world. The influence of these merit ratings on other travellers makes itself felt especially in the choice of hotel for their next stay at a given destination. By means of their reservations via Expedia.com, travellers likewise acknowledged the exceptional features of the hotel, which thus achieved the Insider's Select Award 2011 and was ranked among the TOP 500 hotels worldwide.



CPI Hotels partners with AC Sparta Praha

CPI Hotels, a.s. is the official partner for accommodation of players for the football club AC Sparta Prague. This mutual cooperation will continue into the next two football seasons. The strong partners have remained together and what is more they have a lot in common, aside from good names and rich traditions, they especially have the ambition to be the best ever in the Czech Republic. *"I believe that the combination of the most famous and most successful Czech football club and the largest hotel operator in the Czech Republic will be interesting not*

only for us, but for football fans as well. The settlement amount will be similar to our previous agreement," commented John Kratina, General Director, CPI Hotels a.s., on the signing of the agreement. The largest hotel operator in the Czech Republic



is traditionally very close to sports, therefore the decision about continuing the partnership with Sparta is logically tied to the mutual cooperation from previous years. *"We consider the official partnership with AC Sparta Praha to be a prestigious and key marketing activity, in the sphere of sports, for the support of our hotel brand Clarion. We wish Sparta a lot of sport success and we are very happy that we can be with it again,"* said Martina Kudrnovská, Marketing and Business Director, CPI Hotels, a.s. The management signed the agreement with the hotel chain CPI Hotels, a.s. to 30. 6. 2013

Hotel Sigma Olomouc has lived to see it, general reconstruction begins!

Hotel Sigma Olomouc closed its doors on 11 August, 2011, in order for its reconstruction to a four-star hotel to come along. *"The launch of operations under a new name and with a guarantee of four stars of the Clarion Congress Hotel Olomouc should take place in August 2013,"* revealed Robin Hanák, Director of Hotel Sigma Olomouc.

The existing Hotel Sigma Olomouc has been incorporated as the eighth Czech Clarion under the brand Clarion Hotels in the international network of Choice Hotels International, which the company CPI Hotels, a.s. represents on the Czech market. Reconstruction and rebranding is a part of the business strategy, which allows for the constant development of the Clarion brand family hotels and their expansion into regions. *"The company CPI Hotels, a.s. continues in its strategy to further widen and improve its hotel services. This is to once again expand the regional network*

of Clarion brand business hotels, guaranteeing guests the high quality service, which they are used to from other Clarions operated by our company in the Czech Republic," said Jan Kratina, General Director, CPI, a.s.

Clarion brand hotels are profiled not only by comfortable accommodation and catering, but by above-standard conference possibilities. *"We believe that by meeting the demanding global standards, the Clarion brand will fully guarantee our clients superior complex four-star services with an individual approach,"* said the Director Hanák.

Until the reopening of the hotel, we offer our guests the services of our hotel, Clarion Congress Hotel Ostrava, which is located about 90 km from Olomouc. *"We thank you very much for the existing excellent cooperation and look forward to our first guests in the new Clarion Congress Hotel Olomouc,"* concluded Hanák.



Hotel Gomel is changing before our eyes into Clarion Congress Hotel České Budějovice

Clarion Congress Hotel České Budějovice (formerly Hotel Gomel) knows the new date of its opening, which has been set for 1. April 2012. The original term in December of this year was extended for reasons of its demanding reconstruction, which in result will lead to a better standard of provided services. "With clients, who had planned to use our hotel before the new opening date, we are of course prepared to solve the situation for their maximum satisfaction," promised Martin Štolka, Director of Clarion Congress Hotel České Budějovice.

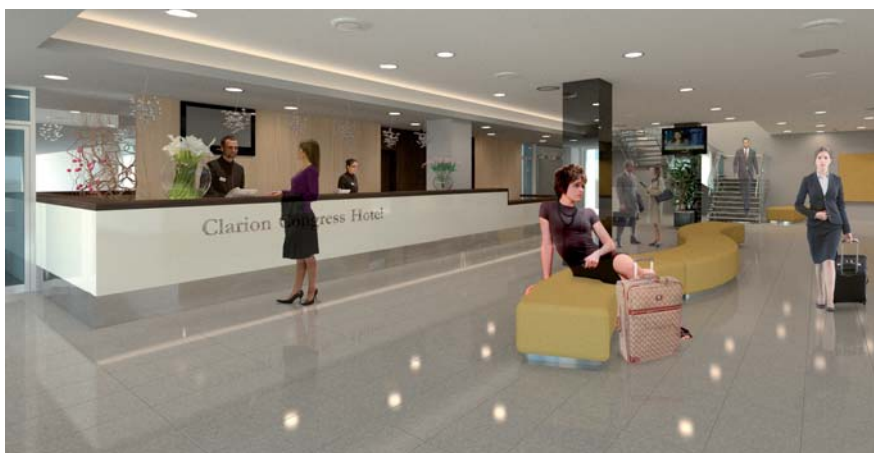
The dominant in the South Bohemian metropolis has got shimmering metallic casing, the comfortable windows are also new. „The residents of Budějovice have a lively interest in the reconstruction. They ask whether this is the final appearance of the facade. We reply to them, that it is still only an insulating sheet. And that the facade will have a champagne color, then somewhat golden,“ said Martin Štolka. Inside, there are still bare gray walls, beams and dusty concrete floors. Only the original tile guard

from chipboard in the reception area remains, but workers will eventually remove it. These days, approximately 160 to 200 people move around the giant construction site, who work symmetrically in all places of the bare site. Now they are working on the electric and air conditioning, but they are already building interiors as well. Demolition work caused considerable delays, which should have been completed in late March, but actually finished in the middle of May. Afterwards, what builders in the demolition



work in the thirty-year-old high-rise building in early February opened up, made it clear that it would need more thorough intervention than anticipated. „We agreed that the date of opening would be postponed to spring, specifically to 1 April. This is indeed unpleasant news for guests who already have ordered stays with us, but for the future of the hotel it is just fine,“ confirmed Štolka. With the reopening of a modern four-star hotel, it is definitely the end of the old Hotel Gomel and with a new name the Clarion Congress Hotel Czech Budejovice will welcome visitors.

The four-star hotel with its extensive conference and gastronomic facilities and great location right in the heart of the city is ideal for holding large and small conferences, meetings or social and cultural events in South Bohemia. The Congress Centre offers flexible space with a total capacity for up to 640 delegates. And a spacious hall will also have the possibility to be divided into four independent soundproof separate rooms. „The conference facilities will be named according to the well-known South Bohemian ponds Rožmberk, Bezdrev, Hejtman, Vajgar and Svět,“ stated Štolka and added: „Our ownership structure includes the nearby Convention Centre and ArtlGY Cultural Centre, therefore, the overall conference hotel capacity is increased by almost threefold to 1100 seats.“ Parking for hotel guests will increase by nearly half to 150 places. Benada Restaurant with a pleasant view on the terrace prepares specialties of modern native dishes and international cuisine, parts of the hotel will also be a stylish brassiere, restaurant and lobby bar. An evacuation staircase and elevator will be added in the new cubical extension in the direction from the Prague Streets. Clarion Congress Hotel Czech Budejovice will open its doors in April 2012.



Vojta Dyk with the group Nightwork rocks ArtIGY

The popular band Nightwork visited the ArtIGY Cultural and Congress Centre in a series of summer concerts, where 800 fans were waiting. Lady-killer Vojta Dyk with a group of friends sang his greatest hits in the South Bohemian city.

The performance at ArtIGY was the only one in the south of Bohemia: „We are happy that we managed to get performers who rocks the cultural houses and festival stages into ArtIGY. Nightwork is with doubt this kind of live element, after all, the sold-out house said it all,“ said Martin Štolka, Director of the Clarion Congress Hotel Czech Budejovice and ArtIGY Cultural Centre.

The assembly of the music group Nightwork consists of band singers František Soukup and Vojta Dyk, guitarist Jakub Prachař, keyboardist Jan Maxián, drummer Ondřej Sluka

and bassist Jakub Antl. To their credit they have, for example, Skokan roku (Climber of the Year) of the Golden Nightingale 2009, further a Bronze Nightingale in the category of bands and singers, and three Angel awards for the year 2010 in the categories of Group, Video, and Album of the Year.



Jadran Šetlík's Italian evening in Clarion Grandhotel Zlatý Lev (Golden Lion) Liberec

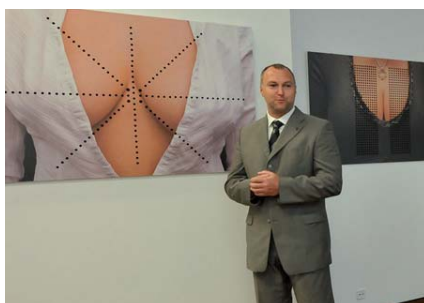
Gala evening in the Italian style was held in the premises of the Anton Worf Hall in Liberec Clarion Grandhotel Zlatý Lev (Golden Lion) Liberec. Jadran Šetlík personally introduced the premiere photographic exhibition on the theme of Venetian motifs.



Gender Limits exhibition adorns Clarion Congress Hotel Ústí nad Labem

The newly opened Clarion Congress Hotel Ústí nad Labem offers more reasons to visit. Aside from the excellent four-star hotel services, conference capabilities or gastronomic experiences in the local gourmet Benada Restaurant visitors can visit an interesting exhibition titled Gender Limits. „The exhibition of large-format canvases will be held throughout the summer in the Dubnium Lounge,“ said Daniel Řepa, Director of Clarion Congress Hotel Ústí nad Labem. The author Vladimír Halíř chose a pictorial subject not only close to him and delightful, and also the guests at opening ceremony guests took delight in it, among whom was actor Josef Carda. The

visual contact shows a feminine décolleté during the confused trying on of different outfits. Subsequent piercing holes or stitching in the canvases gives the works a unique design.



Impressive tones of Italian songs by famous singer Marie Párová and the muse of the famous Italian director Federico Fellini brought the magic and the smell of this country closer. The singing debut of Petra Hapková was introduced. Italian wine again tuned the right taste and smell from afar. „We also tasted specialties of Italian cuisine,“ Miroslav Souček, Director of Clarion Grandhotel Zlatý Lev, recalled about the interesting event, as he viewed photo portraits of well-known entrepreneur Ivana Trump.

BRIEF



CPI Hotels, Inc. supports the activities of Father Zbigniew Czendlik.

In June, the ninth annual Zibi Cup benefit golf tournament was held in Konopiště, organized by well-known Lanškroun priest Fr. Zbigniew Czendlik. This good thing is also a great opportunity for CPI Hotels to help where they can. „We give long-term support to the activities of Father Czendlik, because we are convinced that this, what he does, makes sense,“ said Jan Kratina, General Director, CPI Hotels, a.s.

Fresh party at the Clarion Hotel Prague

In June, Clarion Hotel Prague Old

Town hosted „Fresh party“ for its partners from travel agencies. Experts in tourism thus, had a unique chance to visit the newly opened Benada Restaurant, sample the local specialties, refresh themselves with great wines and drinks, have a good time and dance. There was also a barman show, raffle and DJ music. Visitors previewed the rooms and a conference room and familiarized themselves with the possibilities the Clarion Hotel in Hradební Street offers.

Fans and athletes stay in the Ostrava Clarion

Clarion Congress Hotel Ostrava hosted participants of the 8th Annual European Championships in Athletics to 23 years of age and also fans of

the Colours of Ostrava festival musical events of the year stayed there. Barely a couple of weeks have passed since the Golden Spike, where once again the phenomenal sprinter Usain Bolt shined, and Ostrava was again galvanized by sport. The European Championships in Athletics to 23 years of age were held at the Municipal Stadium in Ostrava-Vitkovice. Young athletes from home and abroad brought extremely strong-will and athletic ability to the championship, over which they held their breath. A very pleasant surprise was the placing of two athletes from northern Moravia for place medals – a bronze medal was awarded to Pavel Maslák for the 200m run and a silver to Kateřina Cachová, a student at Athletics SSK

Vitkovice in the women's heptathlon. The North Moravian metropolis was alive with music, because it hosted the traditional Colours of Ostrava, the largest multi-genre music festival in the Czech Republic. Young athletes with the implementing teams and supporters of the music festival stayed in the comfortable Clarion Congress Hotel Ostrava. „Guests of both events enjoyed high-quality services, excellent cuisine and comfort and peace, so many details needed for preparing for the awaited best sports and musical performances in our hotel,“ stated Radim Beneš, Director of Clarion Congress Hotel Ostrava.



Clarion Congress Hotel Ústí Nad Labem ceremoniously opened!

In May 2011 an opening ceremony was held at Clarion Congress Hotel **** Ústí nad Labem, as the sixth in the order of the Clarion Hotel company CPI Hotels.



Clarion Congress Hotel Ústí nad Labem gala ceremony was hosted by Iva Kubelková, violinists Inflagranti played, Duo Ogor performed acrobatics and nearly 300 distinguished guests and personalities of the cultural, social and political world attended the diamond toast. Within the gala evening event, Ing. Zdeněk Havelka, CEO of United investor Property Investments, Inc. gave a check for 300,000 crowns to the Drop of Hope Endowment Fund. President of the Fund, Vendula Auš Svobodová accepted the symbolic check and the money will go to buy special breathing apparatus for the treatment of children with asthma in the Masaryk County Hospital in Ústí nad Labem.



DANIEL ŘEPA

As of April, Visitors and residents of Ústí nad Labem have been able to take advantage of the services of the new four-star hotel. Clarion Congress Hotel Ústí nad Labem is a member of CPI Hotels, one of the largest providers of accommodation in the Czech Republic. Daniel Řepa, director of the Clarion Congress Hotel Ústí nad Labem shared the experience of the first months of operation.

Ústí nad Labem city is not exactly basking in tourism, are you not afraid of the competition?

I agree that primarily, the city of Ústí nad Labem is really not a tourist destination. But the region as a whole is rising and trade and tourism are developing. Czech Switzerland is fascinating and home to many castles, chateaux and natural beauty. It is enough to leave the city and suddenly you find yourself in attractive locations that have an unmistakable charm. I do not fear competition, although our biggest „rival“ of the same standard and with similar services is in the close vicinity of the hotel, but ultimately our healthy competition and cooperation can help to keep us from sleeping on our laurels and to constantly offer customers the highest quality.

What is the most added-value to your hotel, why should a client come to you? And what kind of clients do you want to focus on?

Excellent location, well-equipped conference room facilities with a maximum capacity for up to 470 people and comfortable rooms are certainly the largest added-value of the brand-new Clarion Congress Hotel Ústí nad Labem. The parking capacity, which is located in the garage directly under the hotel is significant, and we also have space for two buses. As the hotel name suggests, we aim more on organizing conference activities and focus mainly on business clients.

Of course, the leisure segment is interesting for us, but to convince foreign tour operators to visit Ústí will probably still take a while. However, I believe that we will be so attractive, that for now, individuals and business travellers and groups that target the city for seminars and conferences will come to us.

The hotel has been in operation since the end of March. You can say how many clients or what tendencies you have noticed during these 4 months?

In the course of four months we have had the honour to accommodate nearly 5000 clients and for many others, we have organized various conferences, seminars or trainings. During this time we have become familiar with which segments have the greatest interest in our hotel and which months will be the busiest for us. Although the hotel is located near the border with Germany, we do not expect significant amounts of foreign visitors. Long gone are the days when tourists travelled from Saxony to Ústí for cheap food and shopping.

What kind of hotel occupancy would you be satisfied with in the first year? And how do you set yourself apart from your competitors?

Our goal in the first year is fifty percent occupancy. The start of operation is always challenging, but I believe that as early as next year, growth will be achieved. Our competition is good at what it does, but we're better. Of course, first and foremost is that we have just recently launched operations, so everything is new, and guests can enjoy full sips of the comfort. For individual business clients we are the hotel choice, which bears with it a personal approach and extra-high quality services. Last but not least, is the great advantage of the parking lot and of course the free Internet access throughout the hotel for clients – in the rooms guests have the possibility to connect by cable and in public areas there is Wi-Fi. Although the hotel is located directly on the main street, the noise is not even worth talking about. I have stayed the night in the hotel rooms



several times myself and I can confirm that even with my light sleep, I slept very well. The windows are specialized against noise; the builders did an amazing job.

Benada Restaurant is part of your hotel. What works, is it popular among the hotel's guests and visitors of the hotel? What has had the greatest success?

Yes, Benada is a very successful gastronomic concept. Ústí residents like to take advantage of it during their afternoon break for lunch and it is very popular with hotel guests as well. Guests also look forward to our popular monthly thematic menus, we have already had asparagus or strawberry feasts here. We can also prepare food not included on the menu, because we care about customer satisfaction, therefore, we also try to apply an individual approach in this direction.

Are you doing well with regard to staffing? What quality is important, for a person to be able to work in the hotel?

The vast majority of employees are local residents and from the immediate surroundings. During the selection process, we stressed that for their position, the employees should have the appropriate experience and education. Accommodating, agreeable, tolerant – that is the type of personality every person who wants to work in our services should have. Of course there are other important qualities, for example, employees must not be afraid to communicate. With pleasure I can say that we have a quality and professional team!

CPI Hotels, a.s.
 Bečvářova 2081/14, 100 00 Praha 10
 IČ 47 116 757, DIČ: 47 116 757
 Office: Václavské náměstí 47, 110 00 Praha 1
 tel: +420 234 712 444, fax: +420 234 712 460
 e-mail: info@cpihotels.com
 www.cpihotels.com

■ Buddha-Bar Hotel Prague ■ Clarion Congress Hotel Prague ■ Clarion Hotel Prague City
 ■ Clarion Hotel Prague Old Town ■ Clarion Congress Hotel Ústí nad Labem
 ■ Clarion Congress Hotel Ostrava ■ Clarion Grandhotel Zlatý Lev ■ Hotel Fortuna City
 ■ Hotel Fortuna Rhea ■ Hotel Fortuna West ■ Hotel Fortuna Luna ■ Fortuna Lázeňský dům Praha
 ■ Hotel Černigov ■ Ubytovna Areál Hloubětín ■ Ubytovna Řepy
 ■ Clarion Congress Hotel České Budějovice (2012)
 ■ Clarion Congress Hotel Olomouc (2013)