



## Press Release

# easyHotel continues its expansion, with a little help from Fleurets

Fleurets London Office successfully acted on behalf of the owner of Hotel St Lawrence in Luton, which sold off an asking price of £1.45M. The sale will see the hotel re-open as an easyHotel, the second easyHotel Fleurets has been involved with.

easyHotel Luton will open at the end of 2007 on the site of the existing Hotel St Lawrence in Guildford Street, approximately 3 miles from the airport. easyHotel Luton will have 58 rooms on offer at prices from £25 a night, which will be on sale exclusively at [www.easyHotel.com](http://www.easyHotel.com) before the end of 2007. It will be operated by an experienced hotel franchise operator, Eclipse Hotels, who have a specific experience in operating hotel franchises around the world, close to airports.

Rooms at the new easyHotel Luton will be between 10 and 12 square metres in size, slightly smaller than a traditional hotel, which is reflected in better prices for guests. easyHotel concentrates on providing value accommodation and does not provide food and beverage outlets. easyHotel is aimed at anyone paying out of their own pocket; this includes air passengers, tourists, self-employed business people and those who care about travel expenses, as well as those visiting friends and relatives.

"Luton has been described as the 'spiritual home' of the easy brand so I'm glad to be back offering consumers more value for less," said Stelios the

serial entrepreneur and easyGroup chairman. "I welcome Eclipse Hotels into the easyHotel family of franchisees."

Sameer Damji, UK Managing Director of Eclipse Hotels, said: "We look forward to operating our first easyHotel franchise and hope it will be the first of many."

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**Note to Editors:**

easyHotel launched in London South Kensington in August 2005 and is growing rapidly through franchising. easyHotel Switzerland is in operation in the city of Basel and two more London sites - easyHotel Victoria and easyHotel Earl's Court will open in March and April 2007 respectively. easyHotel Budapest opens in June 2007 and a master franchise has been granted for the Middle East, North Africa and India for 38 properties to be opened over the next 5 years, starting with Dubai this autumn.

An image of Hotel St Lawrence accompanies this release.

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