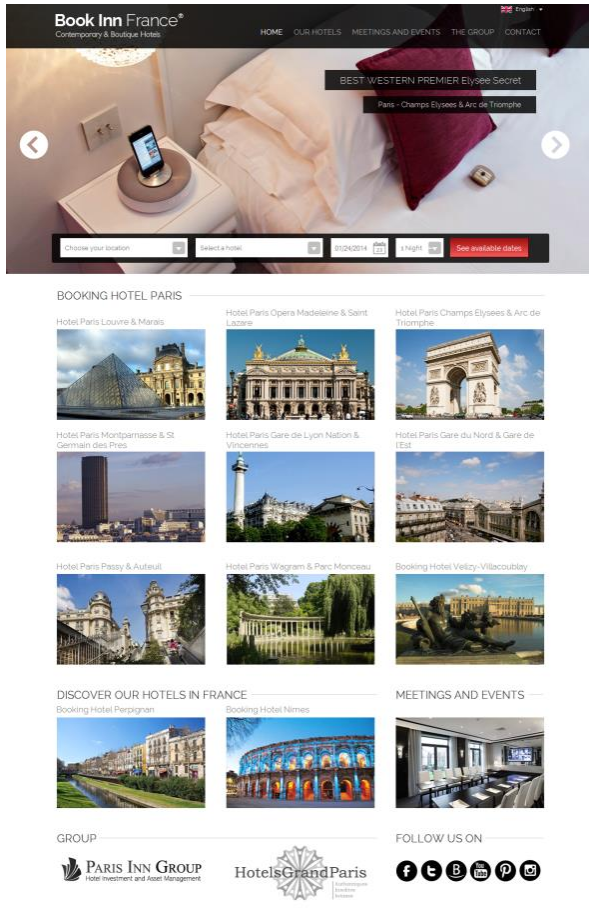


Book Inn France launches
a new version of its website.

Paris, January 16th, 2014

Bookinnfrance.com, the online booking site for Paris Inn Group’s hotels, has launched a new version of its site. Developed according to customers' expectations and requirements, the new online reservation page facilitates hotels researches with its refined and flexible design.



Created in 2010, the online booking website bookinnfrance.com offers designed and contemporary hotels. Today, Paris Inn Group manages 31 hotels from 3-stars to 4-stars and 25 have the opportunity to be on this latest-generation new website.

Redefined design for a better experience. Fluid and intuitive navigation with its ergonomics aspect: the new interface offers a site with a friendly and a quick access to relevant information which proposes for instance hotels' searches by Paris' districts.

The new access and used information were taken under consideration. Powered by the innovative technology of Web Design's chief, the website automatically adapts itself to different devices (computers, tablets) and offers to visitors an experience of optimal navigation. Furthermore, a special version dedicated to smartphones is under development.

BookInnFrance.com also promotes a wide access to book through individual hotels' sites references. These are from now available by displaying the button 'Visit the official site',

accessible directly under the photo slideshow of hotel's description.

Finally, the logo has been redesigned for more modernity and consistency with its site. Relieved of its rounded shape, it now benefits from a new base line "Contemporary & Boutique Hotels."

Book Inn France
Contemporary & Boutique Hotels

Some new images...

- On the home page, new categories by area can display directly the hotels concerned.

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BOOKING HOTEL PARIS

Hotel Paris Louvre & Marais



Hotel Paris Opera Madeleine & Saint Lazare



Hotel Paris Champs Elysees & Arc de Triomphe







Hotel Paris Montparnasse & St Germain des Pres



Hotel Paris Gare de Lyon Nation & Vincennes



-  Hotel Mathis Elysees 4*
-  Hotel Beauchamps 4*
-  Champs Elysees Mac Mahon Hotel 4*
-  BEST WESTERN PREMIER Elysee Secret 4*

Hotel Paris Passy & Auteuil



Hotel Paris Wagram & Parc Monceau



Booking Hotel Velizy-Villacoublay



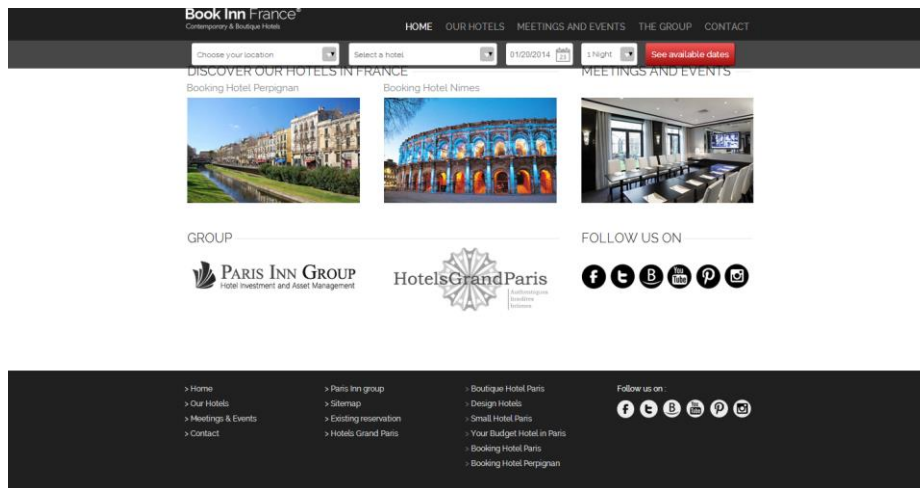
- Hotels' descriptions have been redesigned for more clarity. The content is now classified according to five tabs: "PRESENTATION", "ROOM", "LOCATION", "COMMENTS" and where required "SPACE SEMINARS."

The screenshot displays the website interface for a hotel listing. At the top, there is a navigation menu with links for HOME, OUR HOTELS, MEETINGS AND EVENTS, THE GROUP, and CONTACT. Below the navigation is a large image of a hotel room with a bed and orange accents. The main content area features a 'BOOK THIS HOTEL' section with a search form, a 'CONTACT' section with address and phone details, and a 'FEATURES AND SERVICES' section listing amenities like WiFi, breakfast, and parking. The right side of the page contains a 'REVIEWS' section with a testimonial about the hotel's location and renovation.

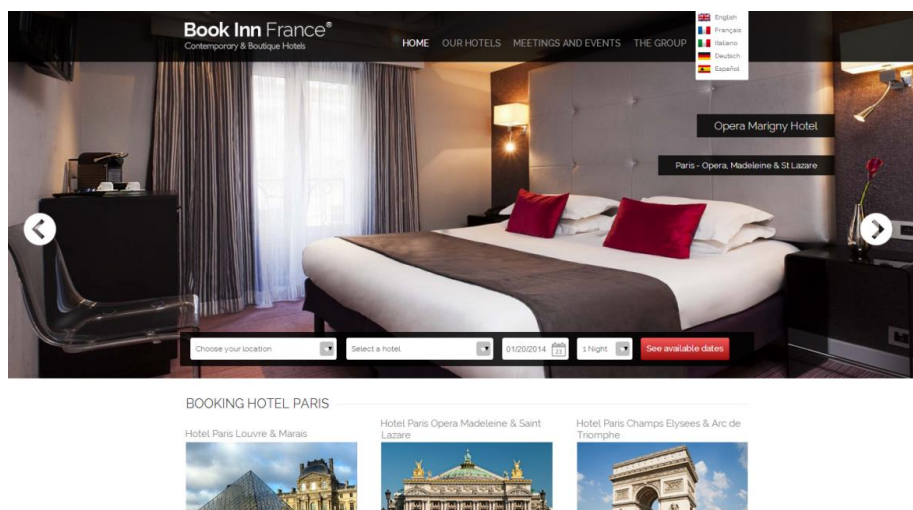
Press Release – Book Inn France

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- The menu top bar is always displayed, regardless of the user's position in the page
- An access to social networks as Pinterest, Instagram and YouTube was put into the website.



- Access to the sites with various languages is more intuitive thanks to a drop-down menu where each of the five available languages are symbolized by a flag



About Paris Inn Group :

Paris Inn is a group specialized in hotel investment advisory, asset management and project design. Established in Paris' hotel market for several generations, the company led by Jean-Bernard and Céline Falco was founded in 2000 and manages today 31 hotels from 3- and 4-star hotels under management, totaling 1871 rooms and 600 employees. On December, 31st 2013, the company's annual consolidated turnover reached by €80.5 million.

For more information, visit www.parisinngroup.com.

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