



ME BARCELONA BECOMES THE FOURTH ME HOTELS PROPERTY AND THE NEW FLAGSHIP HOTEL OF THE BRAND

Leading Spanish hotel and resort operator Sol Meliá opens ME Barcelona, the fourth hotel of the "experience based" brand of personality hotels, ME Hotels. Officially opened on October 9th, 2008, the hotel is housed in a spectacular 29 floor high rise located in area 22@, the Innovation District of Barcelona, ME Barcelona brings a bold hotel concept to this burgeoning destination characterized by daring design, inventive cuisine and personalized service to this vibrant Spanish city.

Gabriel Escarrer Jaume, the Co-Vice President & CEO notes "following the success of ME Cabo, ME Cancun and ME Madrid, we are elated to open the fourth member of the ME by Meliá family. ME Barcelona, like all ME by Meliá hotels and resorts offers guests a unique experience which goes beyond accommodation. Key to this is the incorporation of an eclectic and exciting mix of international partners to ME Barcelona, including design from architect Domini-



Dos Cielos Restaurant,
Angels & Kings Bar & Lounge
and Lavish Accommodations
Make ME the Most Exciting
New Hotel in Barcelona



que Perrault, amenities from Aveda and cuisine from Spanish chefs Javier and Sergio Torres."

Designed by renowned French architect Dominique Perrault, the 30-story building features 259 rooms and suites, all with magnificent views of the mountains of Barcelona or the Mediterranean. The lobby area is a modern, inviting space that incorporates the sounds of lively world music, the sights of local art and a fresh scent developed exclusively for ME Barcelona. After an intimate check-in with a welcome beverage, guests are whisked off to their well-appointed accommodations where they can begin to relax and take in the experience of a new adventure. Standard amenities include a 32-inch interactive plasma television, CD/DVD, surround sound speakers, WiFi Internet access, MP3 docking stations, 300-thread count linen, a down pillow top mattress and organic products by AVEDA to be enjoyed under oversized rainfall showerheads.

"The Level", ME by Meliá's signature VIP floor, is an exclusive retreat. ME Barcelona's Level floor has 14 deluxe room accommodations and 23 suites. In addition to the standard amenities, Level guests will enjoy aromatherapy products, complimentary cocktails, petit déjeuner, a separate check-in area and private access to "The Living Room" an intimate lounge where anything goes. ME Barcelona's Presidential Suite, also located on The Level, is 150 square meters and features the opportunity for an exclusive floor with an additional Junior Suite. The Presidential Suite covers the entire floor with restricted access offering the utmost in privacy and dramatic views of the mountains of Barcelona.



"As the brand's flagship hotel, ME Barcelona is one of the most distinctive hotel concepts this city has ever seen," says Guy Hensley, Senior Vice President Operations, Premium Portfolio, Sol Meliá Hotels and Resorts. "ME Barcelona represents the future of the brand. Dominique Perrault's fresh and modern structure inspires an energy that fuses art, life and culture into unison, while at the same time offering a five-star luxury experience supported by exceptional accommodations, superb service, exciting nightlife and imaginative cuisine."

ME Barcelona's bar and dining venues attract Europe's most fashionable movers & shakers. A seductive combination of global cuisine, inventive cocktails and scintillating ambience will ensure this is a city hot-spot for guests and locals alike.

Co-Vice President & CEO Sebastián Escarrer Jaume states "our partners bring a refreshing and engaging experience to one of Spain's most vibrant cities. True to the core values of the Sol Meliá Group, ME Barcelona aims to be a locally relevant yet internationally connected project that will generate wealth and well being to the city."

The Sky Restaurant & Lounge, ME Barcelona's alluring lobby level venue serves fresh food and exciting cocktails appealing to everyone, whether for impromptu gatherings or late night rendezvous at the dramatic outdoor patio.

The 24th floor of ME Barcelona allows guests to enjoy the city's most famous views: the sapphire sea and the



The SPA

heavenly mountains while dining at Dos Cielos, a restaurant with 360 degree views and an expansive outdoor terrace. Dos Cielos is the sultry creation of celebrated gastronomic Chefs Javier and Sergio Torres. Chefs Torres will bring their love for inventive cuisine and culinary surprises to Dos Cielos, blending the latest trends in fine dining with top-quality, fresh-market pro-



duce. Chefs 'Torres' commitment to fresh ingredients has led to the creation of ME Barcelona's very own rooftop, organic herb garden where rare and specialized ingredients are harvested daily.

Angels & Kings, The popular New York City bar (which boasts an amped up sister location in Chicago) opened its first outpost outside the U.S. on the sixth-floor of ME Barcelona. The result of a dynamic partnership between ME Hotels, musician Pete Wentz, Crush Management (Fall Out Boy, Panic At The Disco, Gym Class Heroes), Stephen Westman (The Lakeview Broadcasting Company) and Matt Eisler (Empire Liquors), Angels & Kings is an inclusive, eclectic, social-forward nightspot.' Angels & Kings Barcelona features an extensive poolside deck

where guests enjoy signature cocktails and small bites in a stylish, open-air environment. Angels & Kings offers a dynamic atmosphere achieved through the organic coupling of jetsetters, professionals and locals alike and accommodates up to 200 guests.

"I think Barcelona needs a shot of Angels & Kings and Angels & Kings definitely needs a shot of Barcelona," comments Pete Wentz. "The Angels & Kings experience is something hotel guests and locals alike will love, and overall, I think our partnership with ME Hotels will be a game-changer for the industry. Plus this gives me one more excuse to hang out with my European friends."

Guests relax their minds and challenge their bodies through a variety of transformational exercises and spa treatments at YHI Spa, Sol Meliá's signature destination retreat. Named after the "Goddess of Light," the spa is infused with the energy of YHI and dedicated to purifying the body, composing the mind and elevating the soul. It is a philosophy of life based on the five senses, thus providing the tools for guests to tap into their inner beings by entering a reflective state of mind.

ME Barcelona also offers more than 1,500 square feet of meeting, reception and conference space boasting high ceilings that can accommodate up to 300 guests. Guests will also be able to make use of the 24-7 Business Center, which features high-speed internet, computers, facsimile and scanners.

The hotel is located on the city's main artery, Diagonal Avenue, at Pere IV between the Glories Plaza and the Forum area, in the 22@ district, Barcelona's modern new technological district.

ME Barcelona is centrally located with easy access to all major attractions including the Sagrada Familia by Gaudi, Agbar Tower designed by Jean Nouvel, Barcelona International Convention Centre - BICC, and Barcelona's gorgeous beaches.