



PRESS RELEASE

Launch of a New Irish Hotel Brand - Maldron Hotels

In August 2007, Dalata Ltd acquired the operating business of eleven Quality and Comfort Hotels in Ireland with support from TVC plc and Davy Private Clients. As indicated at the time of purchase, the objective is to grow the business internationally, and the plan has always been to re-brand the business to facilitate this expansion.

From 1st September next, nine of the hotels, with in excess of 1,500 bedrooms located in Cork, Dublin, Galway, Limerick, Portlaoise and Wexford will re-brand to become a new name in Irish hospitality, Maldron Hotels. The two properties located in Clonakilty and Youghal which are operated as management contracts will continue as Quality Hotels.

“The acquisition and re-branding of Quality and Comfort Hotels in Ireland has provided a platform for the growth of Maldron Hotels. We are currently investigating development opportunities in the UK and Ireland with a view to expanding the Group” advised Pat McCann, CEO. McCann, former CEO of Jurys Doyle Hotel Group plc heads up an experienced management team of ten in Sandyford, Dublin which includes Stephen McNally, Deputy CEO, who has many years of hotel experience in Ireland and the UK. In total, the Company employs 600 people.

“We are very excited about launching a new brand in Irish hospitality,” commented Karina Dunne, Group Marketing & Sales Manager. “This re-branding is not just simply a name change; it provides us with the opportunity to strengthen our mid-market position and create a strong identity for an Irish brand in both domestic and international markets. Maldron Hotels offer value and hospitality, delivering a refreshing and responsive service to our guests, and we will continue to enhance the product offering both in our existing properties and in new properties as our Group expands.”

-ENDS-

For further information please contact

Pat McCann, CEO

Stephen McNally, Deputy CEO

Karina Dunne, Group Marketing & Sales Manager

MALDRON HOTELS

T: +353 (0)1 206 9400

Notes to Editors:

MALDRON HOTELS

www.maldronhotels.com

Central Reservations

1850 885 885

Central Office

+353 1 206 9400

MALDRON HOTELS

DUBLIN

Maldron Hotel Cardiff Lane, Dublin 2 (formerly Quality Hotel Dublin City)

Maldron Hotel Citywest, Dublin 22 (formerly Comfort Inn Citywest)

Maldron Hotel Parnell Square, Dublin 1 (formerly Comfort Inn Granby Row)

Maldron Hotel Smithfield, Dublin 7 (formerly Comfort Inn Smithfield)

REGIONAL

Maldron Hotel Cork (formerly Quality Hotel Cork)

Maldron Hotel Galway (formerly Quality Hotel Galway)

Maldron Hotel Limerick (formerly Quality Hotel Limerick)

Maldron Hotel Portlaoise (formerly Comfort Inn Portlaoise)

Maldron Hotel Wexford (formerly Quality Hotel Wexford)

The Quality Hotels at Clonakilty and Youghal will continue as Quality branded hotels.