



BOOK NOW TO BE FIRST TO CHECK OUT YOTEL

YOTEL opens online booking for cabins - www.yotel.com

London, UK: Monday 4 June, 2007 - YOTEL, the revolutionary new hotel concept that is redefining the global hotel industry, is today launching its online booking website (www.yotel.com) for its cabins being opened at London Gatwick Airport – South Terminal . Travellers can now book the stylish yet affordable cabins from 1 July 2007 onwards starting at £25 for four hours.

The radical hotels were inspired by first class airline cabins; developed by YO! founder Simon Woodroffe and CEO Gerard Greene, to provide a flexible and convenient 'business class' hotel experience at affordable prices. YOTEL will be the first hotel located inside a UK airport terminal.

'We've already received a lot of interest in the first YOTEL opening,'" comments Simon Woodroffe, Founder of YO!. "Travelling can be a painful experience so we are looking to make it as pleasurable as possible for YOTEL customers. Our online booking system will now help make it as convenient as possible too."

YOTEL is the ideal solution to early morning flights and long scheduled transfers, as well as unexpected flight delays and cancellations or those with time to fill before a meeting. Located less than a minute's walk from Gatwick Airport's departures and arrivals in the South Terminal and only a few minutes from the North Terminal, YOTEL customers can check in on line from the comfort of their cabin.

"Designed to offer a solution to boring and expensive hotels around the globe", says CEO Gerard Greene, the cabins come with all the facilities you would expect from a traditional hotel to enable work, relaxation, sleep, refreshment and entertainment. Designers built upon the technology and advanced use of space seen in business class airline cabins and luxury yachts to realise the two tier YOTEL cabin system. Cabins come as 'Premium', (with full size double bed) or 'Standard' (with large single bed) – both with enough room for two as well as en suite bathrooms, in cabin entertainment and room service.

Features within the cabins include:

- Techno wall with clothes storage, pull down working desk with UK and EU charging points, network cable socket and free Wifi and wired internet access;
- Mood lighting and luxury bedding to induce relaxation;
- Bathroom with luxury fittings including shower, bespoke revitalising body wash, hairdryer, and soft towels with a full length heated mirror.
- Flat screen TV system with over 60 free TV stations including Sky Sports plus on demand blockbuster and classic movies. 80 radio channels plus a jukebox with over 5,000 music tracks and a headphone jack.
- Snacks, club meals and refreshments ordered from the TV system and then delivered to your cabin, or the ability to visit 'The Galley' where the cabin crew are available 24 hours a day.

In addition - the larger Premium cabins include:

- A double bed that deploys to a couch by the touch of button (think first class private cabins on an aircraft).
- Input for your own MP3 / iPod player to play your own music choice through the TV speakers.

Prices for a Standard cabin will range from £25 for four hours and from around £55 overnight, while a Premium cabin will cost from £40 for four hours and from around £80 overnight.

Gatwick Airport is the UK's second busiest airport and the busiest international single runway airport. In 2006, Gatwick Airport welcomed over 34 million passengers, flying to around 200 destinations on a choice of over 80 airlines. YOTEL will also be opening London Heathrow Airport (Terminal 4) in the coming months and are planning to open at more major international airport locations and cities such as London and New York. We say it's the "iPod of the hotel industry!"

About YOTEL

YOTEL was created by YO! Founder Simon Woodroffe and YOTEL CEO Gerard Greene. The idea was conceived by Simon after he was upgraded to first class on a flight. He decided to translate the language and experience of luxury airline travel into a flexible and convenient 'first class' hotel concept at affordable prices. Gerard Greene evolved that idea into reality with YOTEL.

YOTEL will open its first two hotels inside the terminal buildings of London's Heathrow and Gatwick airports during 2007, following a majority investment by Kuwait-based IFA Hotels & Resorts. At London Heathrow, a 32-cabin YOTEL will open within Terminal 4, soon after the 46-cabin YOTEL within the South Terminal building, following an agreement with the BAA. International locations are already under negotiation and will be announced shortly.

Simon Woodroffe is the creator of worldwide restaurant phenomenon YO! Sushi and is a well-known entrepreneur from the UK following a stint as a "dragon" on the popular UK BBC2 television series The Dragons' Den, whereby aspiring entrepreneurs vie for support from established business people.

About IFA Hotels and Resorts:

IFA Hotels & Resorts (IFA HR) is a major investor in YOTEL but also a leader in the development of premier integrated and mixed-use hotel and tourism resort projects throughout Europe, the Middle East, the Indian Ocean region, Africa and Asia.

Listed on the Kuwait Stock Exchange, with a market capitalization of over US\$ 1 billion, IFA HR's main shareholder is Kuwaiti based International Financial Advisors (IFA). The company's South African arm, IFA Hotels & Resorts Limited, was listed on the JSE Limited during February 2006. In January 2007 the company invested in listed Thai developer Raimon land.

Globally, IFA HR has entered into strategic alliances and joint venture partnerships with leading companies such as Kingdom Hotel Investment Group (Saudi Arabia), Nakheel (UAE), Istithmar (UAE), United Investments Portugal, (Portugal) Raimon Land (Thailand), Ohlthaver & List (Namibia), and into strategic alliances with RCI (part of the Cendant's Group), Moreland Developments (Pty) Ltd (South Africa) and Boschendal Ltd. (South Africa).

IFA HR has aims to link its resorts to new parts of the globe, such as the US, the UK, Mauritius, Eastern Europe and further into the Far East. This will offer investors and tourists alike access to world class facilities through a network of hotels, residential resorts, vacation and residence club destinations.

Contact: Omar Bibi, omarbib@ifahotelsresorts.com or visit www.ifahotelsresorts.com

About WorksUnit

WorksUnit specialises in developing highly creative e-marketing solutions. By helping companies build upon their current brand awareness, through an interactive and 'rich' brand experience online, it delivers a better return on investment. Its team of highly experienced software developers, designers and chartered marketeers work closely together to provide integrated web and marketing solutions for a diverse range of UK and international clients.

Contact: Alex Gill 023 80 293000, alex.gill@worksunit.com or visit www.worksunit.com

About Probooker

Probooker is a product from Do IT online Limited. The Probooker system enables a bespoke solution for reservation and management needs, developed to deliver an easy to use and fully flexible property management system with a seamless online booking interface. Probooker provides the customer with immediate confirmation by a variety of methods including SMS, and updates the hotels back office reservations diary and customer records.

Contact: David Elford, 07764 566401 david@probooker.com or visit www.probooker.com

YOTEL partners

YOTEL has partnered with some great brands to provide exclusive benefits for YOTEL customers, including:

- Blueback – Blueback will organise any car journey for YOTEL guests, and can arrange a pick up, and drop off to/from the airport sites from/to central London at a fixed special promotional rate for YOTEL customers.

www.blueback.com

- MUJI – YOTEL customers will be able to buy a range of MUJI travel accessories on site. Products are functional and neutral - the range includes anything from a toothbrush and toothpaste to stylish travel wallets and gifts.

www.muji.co.uk

- Cobra Beer – YOTEL has chosen Cobra as its official beer partner because, in addition to being great to drink on its own, Cobra also acts as an excellent accompaniment to all cuisines.

www.cobrabeer.com

Day before checkin

Airlines at Gatwick offering day before check in at the South Terminal include:

- XL
- MyTravel
- Thomas Cook
- Thomson Fly
- easyJet
- Virgin Atlantic

Airlines at Gatwick offering day before check-in at the North Terminal include:

- British Airways
- First Choice

For further details log on to www.gatwickairport.com/daybefore

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