

MEDIA RELEASE

Certification

Kameha Grand Zürich Meets the Strict Pharma Codex

Zurich, XX September 2015 – The Kameha Grand Zürich has received the Kodexzertifiziert.de – Certificate of the Deutsche Fachverlag publishing company in cooperation with Bleile Management. This means that the hotel meets the strict Pharma Codex – and can be selected for pharmaceutical industry events.

The Pharma Codex offers strict regulations ensuring members of the pharmaceutical industry and medical profession are not hosted with unnecessary extravagance. The "Codex of Members of the Association for Voluntary Self-Regulation for the Pharmaceutical Industry" regulates the cooperation between the pharmaceutical industry and members of the medical profession. The concept behind this is that physicians are not allowed to be unethically influenced in their therapy prescriptions and purchasing decisions. Many five-star hotels are affected by this code and as a result it is not permissible to organise events at them.

The Kameha Grand Zürich is pleased to host the pharmaceutical industry – and is allowed to continue doing so with a good conscience. Following an extensive examination, the hotel in Zurich's Glattpark has received the "Codex-Certified Location" certificate and is considered to be an outstanding event location for Codex-compliant conferences. This makes the Kameha Grand Zürich very attractive for clients from the pharmaceutical industry. The examination took place through the Deutsche Fachverlag publishing company in cooperation with compliance manager Michael Grusa.

"We are very pleased to have received the seal of approval and that we can continue to welcome physicians and pharmacists to our conference rooms," says Carsten K. Rath, founder and CEO of the Kameha Hotels & Resorts.

The following criteria are decisive in this evaluation: The hotel must have the appropriate conference rooms available and be easily reached from the airport, train station and motorway. The focus of the public advertising must not be on the entertainment value. In addition, it is not permissible for the location and furnishings of the hotel to suggest a "superficial experience or relaxation character."

Above all, quite a few things are different at the Kameha Grand Zürich due to the decision to not classify the hotel with the customary star rating. "We are a business hotel that has allowed itself some exceptional features – but most of all, everything that the modern business traveller requires is available," stated Carsten K. Rath.

Kameha Grand Zürich

The hotel website www.lieblingsplatz.com offers insights into the extraordinary overall concept of the Kameha Grand Zürich, its lifestyle atmosphere and warm friendliness that focuses on the guest in everything that we do. Thanks to its unique merging of technical innovations and friendly service, the Kameha represents an attractive addition to the Zurich hotel scene. Only three months after the opening, it was already ranked among the Top 10 of Switzerland's best city hotels by the renowned hotel rating of the Sonntagszeitung newspaper. Carsten K. Rath, founder and CEO of the Kameha Hotels & Resorts has also been awarded the title of "Newcomer of the Year." The hotel is located just about six minutes from the airport, as well as seven kilometres from the Zurich Main Station or the city centre – the ideal location for business travellers. Located near the hotel, the bathing lake with a length of 550 metres, width of 41 metres and depth of three metres is probably the biggest pool of any Swiss hotel. It is embedded in a 128,000-square-metre recreational area with extensive meadows and forests. Various leisure facilities such as ping-pong tables, a beach volleyball field, basketball court, football ground, barbecue grills and a bike park, as well as its own map with jogging routes leave nothing to be desired for guests who enjoy the great outdoors. Further information and picture material can be found at www.lieblingsplatz.com. In addition, all the news related to the Kameha Grand Zürich is also available at www.facebook.com/kamehahotelresorts.

About the Lifestyle Hospitality & Entertainment Group AG (LH&E Group)

The LH&E Group is an operating and management company of Kameha Hotels & Resorts. Kameha operates and manages international lifestyle hotels, luxury resorts and private design residences, as well as first-class event gastronomy. The founder and CEO is Carsten K. Rath; Chairman of the Board of Directors is Peter Mettler. The first hotel of the LH&E Group, Kameha Grand Bonn, has been distinguished with many national and international awards such as the Best Hotel of the Year Worldwide (Diners Club Magazine Award), Hotel of the Year (Busche Verlagsgesellschaft), Best Event Hotel of the Year (Location Award), Germany's Trend Hotel No. 1 (TripAdvisor) and 2011/2012 Employer of the Year. Following the successful positioning of Kameha Suites in Frankfurt am Main, distinguished with the 2012 Location Award as the "Best Historical Event Location in Germany," as well as the Kameha Grand Bonn, the LH&E Group is now launching further projects such as the Kameha Grand Zürich.

Autograph Collection Hotels

Extraordinary objects from films, art, design and literature have been packaged into a unique experience of staying at these hotels. There are more than 80 independent, luxurious lifestyle hotels of the Autograph Collection brand, located in the most attractive destinations around the world. The hotels are selected on the basis of their distinct character and remarkable special features: Whether as a distinctive landmark, extraordinary design or best resort offer in its area – each individual hotel



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The luxury and lifestyle brand portfolio of Marriott International currently includes The Ritz-Carlton Hotel Company, EDITION, JW Marriott Hotels & Resorts, the Autograph Collection, Renaissance Hotels, AC Hotels by Marriott and Moxy Hotels. This accounts for about 25 per cent of the total corporate portfolio. In the course of the coming years, there are plans to add more than 200 luxury and lifestyle hotel projects. This corresponds with an investment in the amount of 15 billion US dollars on the part of the company owners and franchisees.

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