



OFFICIAL START OF UNAWAY HOTELS

UNAWAY Hotels, a hotel network aimed to change motorway stops, **is officially starting business and will continue to grow fast in the next few months.**

UNA S.p.A has signed the first three franchising agreements with Hotel Mirabella, in Mirabella Eclano (Av); Hotel Il Grifo, in Montepulciano Ovest (Si) and Hotel Il Palio, in Montepulciano Est (Si) and can now offer a total of 120 UNAWAY style rooms, well ahead of schedule for the 11 new hotels, designed by Giugiaro Architettura, which will be built along motorways A1, A4 and A14, starting in 2006.

As well as these first franchising agreements, there will soon be the new addition of a hotel in the Firenze Nord motorway stop, starting on 1st November 2005. 271 UNAWAY rooms will thus be available by the end of the year.

“Our franchising agreements to develop our new line in hotels, are part of an agreement with Autostrade per l’Italia. Together with the considerable investment in the planned building of new hotels, this is certainly an important way of strengthening our position in this market. In fact, as well as these three agreements, there has been a great deal of interest from other independent hotels along the motorways. We believe that this clearly represents a recognition, on the part of operators, of the added value that a chain like ours may bring to their hotels on the one hand, and on the other, it shows the great potential of the UNAWAY project”, declared Elena David, CEO of UNA S.p.A, who adds: “What is more, the management of Firenze Nord with the UNAWAY brand, which started last August, confirms the growth of this brand and endorses our steady commitment to create, by 2009, a large motorway hotel chain”.

This first stage will be followed by the start of the construction, planned for the beginning of 2006, of the first two new hotels which will be built, in the service areas of Novate Nord (on the A4 Torino-Trieste motorway) near the new Milan Trade Fair area, and in the service area of Sillaro Est (on the A14 Bologna-Taranto motorway) a few kilometers from Imola and Bologna, in this order. Both hotels will have 112 rooms and will be built following the innovative project by Giugiaro Architettura. This will be the style of all the newly built hotels. A special feature which will identify all these hotels will be a simple but characteristic geometric form: an ideal portal which welcomes clients and envelopes the main body of the hotel. The use of modern materials and decorative elements in the external facade give it a distinctive appearance, for example a frame made of lighting which will be switched on to show which rooms are free.

The hotels operating this service at present are UNAWAY Hotel Mirabella Sud-A16, UNAWAY Hotel Montepulciano Ovest-A1 and UNAWAY Hotel Montepulciano Est-A1. The next opening will be UNAWAY Hotel Firenze Nord-A1. All of the above offer services in keeping with the multi-target policy of this chain, which is aimed at business clients, families, motorcyclists and all foreign tourists on road tours as well as young people returning from an evening of entertainment.



Background:

Last May, UNA Hotels & Resorts won a contract offered by Italian Motorways for the creation and management of hotels in 12 service areas along the motorway network in Italy, along the A1, A4, A14.

This project is part of a new process set up by the Motorways to bring about a decisive change in motorway stops, by creating new "environments". The project will include both, the construction of new buildings, as well as the adapting of existing buildings and subsequently their management according to the formula of Build, Operate and Transfer.

The whole plan of "Restyling" service areas along the motorway network will involve a total investment, on the part of the Italian Motorways and their partner, of 800 million Euros between 2002 and 2009. The exact aim of such investment is the improvement of existing services in these service areas and the introduction of new business along the network.

UNA Hotels & Resorts will invest approximately 80.000 euros per room starting from 2006 till the end of 2009.

These new hotels, being modular, in order to fit into available space in the various service areas, will have between 80 to 112 rooms, covering a total surface of 3000 to 4000 sq. metres. The whole project should be completed by 2009, at which time a maximum of 250 new employees, for peak times, will be taken on.

The UNAWAY hotels are being launched on the market as a new type of hotel. They are aimed at a **multi-target** clientele and are the result of the reliable experience of UNA Hotels & Resorts, the youngest Italian hotel chain, together with the awareness of Autostrade per l'Italia of its customers' needs and the know-how, unique in the world, of one of the most prestigious names in the world of Italian design, Giugiaro Architettura.

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