

Jurys Inns Continues Growth & Expansion in UK Premium Budget Hotel Market

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New Hotels Opening in Liverpool & Exeter

Jurys Inns Group, the Dublin based leading premium budget hotel group, today announced that its flagship hotel in Liverpool will be opened for business in April 2008. Jurys Inns Liverpool will be the 17th Inn within the UK and brings the total number of Jurys Inns to 23 in the group. The group also announced that it has received planning permission for its hotel development in Exeter.

Jurys Inns Liverpool

Jurys Inns Liverpool will open for business on April 18, 2008 and will be one of Jurys Inns flagship hotels in the UK market. The newly developed hotel will significantly contribute to the city's reputation as a centre of hospitality in the UK & Europe. Liverpool is famous for its galleries, theatres, restaurants, bars and football clubs, and as this year's European City of Culture the 'Pool of Life' promises hundreds of exciting concerts, festivals and exhibitions throughout the year.

The hotel is located in Liverpool's impressive riverside area and is part of the Kings Waterfront development which incorporates the new 10,600 capacity Liverpool Echo Arena and a 1,350 seater Convention Centre. It is adjacent to the popular Albert Dock, Liverpool's social centre that is home to cafes, bars, nightclubs, shops and the iconic Tate Gallery. The new Jurys Inns is also within walking distance of the centre of Liverpool's busy shopping district and the city's new state-of-the-art retail and leisure facility, the Liverpool 1 development.

Jurys Inns Exeter

Continuing the group's expansion in the UK's premium budget hotel space, the fastest growing segment of the market, Jurys Inns has also announced that it has received planning permission for its hotel development in Exeter. Exeter is recognised as the commercial capital of southwest England and is a leading tourist destination in Devon.

The planned hotel will include 170 bedrooms. This planning approval comes at a significant time for the city of Exeter following a recent hotel study of the area identified a need for 279 to 357 more hotel rooms in the city by 2011 to facilitate the city's continued growth and development.

Niall Geoghegan, Chief Executive of Jurys Inns Group commented, 'We are delighted to be able to announce the opening of our flagship hotel in Liverpool. This is an exciting project and it represents a milestone for Jurys Inns in the UK as we continue to set the standard in budget plus accommodation in this market.'

'We have a strong pipeline of new sites across the UK and we are delighted that we have also received planning permission for the group's next large project in Exeter', he continued.

'As we expand and develop our business in the UK market we are constantly enhancing our product offering and developing ways in which we can serve our customers more effectively than our competitors. The success the group has enjoyed in the highly competitive UK market in the last year is testament to the strength of the team at Jurys Inns and recognises our ability to lead accelerated growth effectively under new ownership.'

About Jurys Inns Group

Jurys Inns Group is a leading, Dublin-based premium budget hotel group with hotels throughout Ireland and the UK and is one of the fastest-growing hotel brands in Europe.

The Group currently has 23 hotels, 6 in Ireland and 17 in the UK, comprising 5,326 bedrooms. The Group employs over 1,600 people and places a large emphasis on employing local people in the cities in which they operate.

Jurys Inns are premium budget hotels situated in the very best city centre locations and offer services to both business and leisure travellers. Jurys Inns will continue to expand its footprint throughout the UK in 2008 & 2009.

Jurys Inns existing Inns are currently located in Dublin (Custom House, Christchurch, Parnell St), Cork, Limerick, Galway, Belfast, London (Chelsea, Islington, Heathrow), Southampton, Brighton, Plymouth, Milton Keynes, Leeds, Manchester, Birmingham, Nottingham, Newcastle, Edinburgh, Glasgow.

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