

<<PRESS RELEASE>>

The Hague, 19 May 2011

Signing of leasing agreement with Pronam Aurora B.V. for new accommodation of Hotelschool The Hague, location Amsterdam

Amsterdam 19 May 2011 - Hotelschool The Hague and Pronam Aurora B.V. signed the leasing agreement in what is to be Hotelschool The Hague's future location for its Amsterdam campus. The Amsterdam campus of the Hotelschool will be established in what was formerly an office building next to Rembrandtpark and is to welcome its first students in August 2012.

Relocation in 2012

The Amsterdam campus will move from the temporary locations in Prinses Irenestraat and the Klencke in August 2012 to a new permanent location, a low-rise building in Jan Evertsenstraat, on the corner of Staalmeersterslaan. The 3-star Ramada Apollo Amsterdam Centre, part of Apollo Hotels & Resorts, is to move to the adjacent high-rise building. Ms Els Verdonk, alderman for Town Planning district Nieuw-West was present at the signing of the leasing agreement at the new location in the presence of invited guests.

With this relocation the two campuses of Hotelschool The Hague will become equal in appearance, facilities, service, educational programme and size. Moreover, the Hotelschool expects that, through the move to the larger accommodation the number of international students will increase, so that it will be even more able to safeguard the autonomy and international character of Hotelschool The Hague.

Mr Clemens Berendsen, member Board of Directors, Hotelschool The Hague: "This agreement with Pronam Aurora B.V. takes us big step closer towards our ambition of strengthening and expanding the (inter)national position of Hotelschool The Hague."

Hotelschool The Hague has entered into a long-term leasing agreement with investor/developer Pronam B.V. Cees Gehrels, Managing Director. "We see the collaboration with Hotelschool The Hague as an excellent addition to the adjacent high-rise building that was leased earlier to Apollo Hotels & Resorts and fitting within our mixed property portfolio".

"We are extremely happy that this high-quality institute has come to the Nieuw-West district", says alderman Els Verdonk. "This is a very positive development not only for the area but for the whole district. The approximately 1200 students, who will be making use of their talents here, will give a huge boost to the local economy. Together with the arrival of the Ramada Apollo hotel the area will become livelier and more attractive for entrepreneurs to set up their businesses. This means that there will then be more work and training places for our residents. Moreover, this redevelopment means one less empty office block; all in line with municipal ambition to reduce the number of unoccupied office premises as much as possible".

About the new location in Amsterdam

The new building will include 128 double student rooms and 20 double hotel rooms that will be furnished by different well-known hotel chains, and further a new Auditorium and Media Centre. In addition to the school's own fine dining restaurant, Le Debut, a restaurant according to the "La Place" concept will be realised.

About Pronam

Pronam BV is a subsidiary of Vastint Holding BV, itself a subsidiary of the Inter IKEA-Group. Vastint Holding is a European real estate investor/developer active in The Netherlands, Belgium, England, Poland, Lithuania, Latvia and Rumania.

Pronam has been active in the Netherlands as commercial real estate investor for 19 years; its real estate portfolio consists of 22 premises, including the Coen building, Atlas ArenA Amsterdam and the NH City Centre hotel in Amsterdam, Whitepark in Delft and the head offices of Universal Music in Baarn. Their goal is to create added value through quality improvement and selective growth.

Hotelschool The Hague, was founded in 1929 and has two campuses, one in The Hague and one in Amsterdam. The school offers its circa 1,950 Bachelor students the internationally recognised Bachelor's Degree Business Administration in Hotel Management (BBA.HM). Over 30% of its students are from abroad. In collaboration with Rotterdam School of Management, part of Erasmus University Rotterdam (RSM) a Masters in Hospitality Management programme is also offered. All educational programmes are accredited by NVAO. Graduates of Hotelschool The Hague occupy top positions in the hospitality industry all over the world. In 2002, in collaboration with 'The Leading Hotels of the World' Hotelschool, Hotelschool The Hague set up the association 'The Leading Hotel Schools of the World'.

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Note to the editor, not for publication:

Additional information and pictures available from:

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