

PRESS RELEASE



Sheraton Brussels Hotel – sold!

5 March 2009

The co-operation of the Brussels office of CB Richard Ellis Belgium and CBRE Hotels in London has resulted in one of the first capital markets deals in the hotel sector in 2009.

The 511 bedroom hotel was offered to the market jointly by CBRE Hotels (London) and the Brussels office of CB Richard Ellis Belgium acting as exclusive sole selling agents to Starwood Hotels & Resorts throughout the process.

Located in the North Area of Brussels, the Hotel is currently operating as the largest hotel in Brussels and is part of the Manhattan Centre – a landmark mixed-use property comprising office and retail space as well as another hotel.

The marketing was handled jointly by London and Brussels. Marketing was launched in October 2008 and the transaction completed at the beginning of March – a very short timeframe particularly given current market conditions.

CB Richard Ellis Belgium succeeded in identifying the buyer - International Real Estate Plc (IRE). As a result of IRE's prior experience in developing commercial property in Belgium, its familiarity with the local planning regime and the ownership structure of the Manhattan Centre and its expertise in the redevelopment of multi storey constructions (the IT Tower, for example), it already had a head start on other buyers who expressed an interest in the opportunity. This prior knowledge and experience considerably reduced the amount of due diligence which had to be undertaken by IRE (compared to other buyers) and therefore the time IRE took to complete the transaction.

A new long term management agreement was simultaneously signed with Starwood Hotels & Resorts and the hotel will continue to operate under the Sheraton brand. In addition to selling the asset therefore, the deal also ensures that they retain the operation of the hotel in the future and the Sheraton badge in Brussels.



IRE is a pan-European investment company, specialising in residential and commercial property investment founded by the British-Swedish businessman Rolf L. Nordström. Nordström has been active in the Brussels market for the last 20 years and was one of the first Swedish investors in the region. Last year IRE, quoted on the AIM-stock exchange in London, was particularly active in Germany and the Benelux region. IRE recently also acquired the Monnet Centre in Louvain-La-Neuve with a development capacity of 50,000 sq m.

Brussels offers a very dynamic hotel market with nearly 17,000 rooms in 190 hotels and with nearly all international hotel chains present.

The transaction highlights the cohesiveness of the CBRE and CBRE Hotels network and ultimately resulted in maximum value for our clients in a very challenging marketplace.

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