



GROUPE GERMAIN

PRESS RELEASE  
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**Cheap-chic accommodation**  
**GROUPE GERMAIN LAUNCHES ALT, A BRAND NEW HOTEL CONCEPT**

*“What we’re launching today has been dubbed no-frills-chic, combining design, atmosphere and chic interiors with the best possible price”*

Montreal, January 30, 2007—Groupe Germain today announced a brand new concept for cheap-chic hotels that will be gradually introduced in Canada. A first in this country, ALT Hotels will offer the qualities sought by a growing range of consumers who want affordable accommodation without compromising on design and comfort.

“The type of hotel we are introducing today reflects a strong trend in hotel accommodation, especially in Europe and Asia. It’s been dubbed “no-frills-chic” and combines design, atmosphere and chic interiors with the best possible price. The overall concept is bold and the look is striking, but there are no any superfluous details,” said Christiane Germain, co-president and CEO of Groupe Germain.

The first ALT Hotel will be built at a cost of \$21 million in Brossard’s brand new Quartier DIX30, strategically located at the intersection of highways 10 and 30, a stone’s throw from Montreal and right in the heart of the South Shore. It will be located near a 900-seat theatre, fabulous restaurants, a state-of-the-art fitness centre and spa, and more than 100 stores and boutiques. Construction has already begun on this first ALT Hotel, which will feature the very latest in energy-saving measures. It is scheduled to open in September 2007.

“Our research clearly shows that there is a shortage of this type of cheap-chic accommodation in Canada’s hotel industry,” explained Ms. Germain. For \$129 per night, guests will enjoy quick and easy check-in, a unique atmosphere and an inviting, eclectic lounge. The cozy, inviting rooms include an office area equipped with the latest technology used by today’s travellers and feature an urban-spa type bathroom. Guests will be able to enjoy products and services tailored to their needs, such as breakfast on the run when they leave the hotel, and super-healthy, energizing juices. “No other hotel in this category will give guests this much for such a tiny price,” concluded Ms. Germain.



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In addition to families looking for affordable weekend getaways, ALT Hotels, which will offer a smoke-free environment, will also target business travellers and the convention market. To serve this clientele, the hotel will have more than 5,000 square feet of space for business meetings. The main conference room at the ALT Hotel in Quartier DIX30 will be located on the top floor, with breath-taking views of Montreal. Thanks to word of mouth, the first convention has already been confirmed for early 2008.

## **Development of ALT hotels**

ALT Hotels will be built either close to major arteries or in urban centres where land is more limited. The new chain, which is an alternative to Groupe Germain's current offering, will provide more flexibility for developing the company in Canada.

In order to offer a quality hotel at the lowest possible prices, Groupe Germain and its Quebec partners have developed a totally new construction concept: the prefabricated room. Prefabricated rooms are currently being built at Rénova in Plessisville, one of the Group's long-standing partners. Thirty-five jobs at Rénova are directly related to this project.

## **ALT: A green hotel**

The hotel will also feature a series of energy-efficient measures: heating and cooling with geothermal systems, recovery of heat from outdoor air and exhaust air leaving the building, recovery of heat from water used in commercial washers, energy-efficient lighting throughout, a main light switch for controlling all lights in the room when guests check out, geothermal hot water heaters, geothermally heated tiles on the ground floor, door contacts in stairwells to reduce lighting by half when unoccupied, and a system of direct digital controls (DDC) for ventilation, cooling and heating.

## **About Groupe Germain**

A family-owned company in Quebec, Groupe Germain owns and operates four distinguished hotel properties in Montreal, Quebec, City and Toronto. It recently announced the opening of a second hotel in Toronto as well as a real estate complex in Calgary. The company is renowned for its impeccable hospitality and style it brings to its boutique hotels.

For further information, please visit [www.hotelboutique.com](http://www.hotelboutique.com) or [www.althotel.ca](http://www.althotel.ca)

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## **ALT Hotel - Quartier DIX30**

Backgrounder

### **Partners**

- Fonds de placement immobilier BB (Bombardier Beaudoin family)
- Ville de Québec pension fund
- Société de transport de Montréal pension fund

### **Professionals**

Construction Manager

- Les Constructions Pierre Blouin

Architects

- Lemay Michaud Architectures Design

### **Engineers**

Mechanical

- Genecor Experts-Conseils Inc.

Structural

- Teknika HBA

### **Energy-saving measures**

- Geothermal heating and cooling
- Heat recovery from cool outdoor air and interior air exhaust (washrooms)
- Geothermal heating of fresh air intake
- Heat recovery from water used in commercial washers
- Efficient lighting throughout
- Main light switch to turn off all lights when leaving the room
- Geothermal heating of domestic hot water
- Geothermal heating of main entrance concrete floor
- Door contacts in stairwells to reduce lighting by half when unoccupied
- Direct digital control DDC system for ventilation, heating and cooling