

PRESS RELEASE

Change of management at Htel Serviced Apartments:

Ingmar Sloothaak New General Manager of Htel Serviced Apartments

Amstelveen, February 15, 2010 – Htel Serviced Apartments with locations in Amsterdam and Amstelveen has appointed Ingmar Sloothaak (33) as their new General Manager. He formerly held the position of Director of Sales & Marketing within the company. In his new position, Sloothaak succeeds Lucas Drewes who has expressed that he would like to continue his career outside of Htel.

With over 300 apartments in Amsterdam and Amstelveen, the Htel Serviced Apartments organisation offers temporary housing to (foreign) employees that work in Amsterdam and the Amsterdam area for a shorter or longer time. Sloothaak's appointment will become effective immediately and his primary goal will be to implement and further expand on the organisation's new course and strategy. In his position he will hold end-responsibility for general policy, strategy and Operations with an emphasis on Sales & Marketing. Sloothaak will report to Luigi Prins, General Manager of parent company Cobraspen Vastgoed Ontwikkeling BV in Overveen.

Luigi Prins on Sloothaak's appointment: "I approached Lucas a year ago to bring his professional vision from the hotel world to Htel Service Apartments. He grasped this challenging opportunity with enthusiasm and achieved very positive results for the organisation. Now that Lucas has achieved his goal he will be seeking a new challenge. We are grateful for what Lucas Drewes has meant for Htel Serviced Apartments and we respect his decision to look for a new challenge elsewhere. In part thanks to his efforts, the Htel Serviced Apartments organisation has grown to become an authoritative organisation in the field of temporary housing. But we are also on the brink of implementing a new strategy and are focused on a clear growth scenario. Key words are: hospitality and creating the ultimate feeling of *'home coming'* for our guests. But also to more specifically inform the corporate world about our 'value-for-money' proposition in the market. A large number of renowned organisations (corporates) have already 'discovered' the substantial cost savings that Htel Serviced Apartments offers compared to regular hotels. With his extensive experience in the hotel branch, Ingmar Sloothaak is definitely the right man to lead this process," says Prins.

Ingmar Sloothaak: "I consider it a privilege to further expand our organisation and its strong position in the market. I am convinced that this unique concept has enormous growth potential with its increased focus on 'guest experience' and I am looking forward to working in close collaboration with our close knit team of professionals and on making a substantial contribution in this area."

- End of message -

For further information: (www.htel.nl)

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