



SET TO OPEN IN FEBRUARY 2003

GERMAIN GROUP SET TO OPEN DOORS TO TORONTO'S FIRST BOUTIQUE HOTEL

Montreal, July 26, 2002—The Germain Group, well known for its boutique style hotels in both Montreal & Quebec City, is set to open its fourth hotel in downtown Toronto. In partnership with local businessman, Tony Cohen, the hotel will be the first of its kind in Toronto. Located on Mercer Street in the heart of the Entertainment District, the hotel is within walking distance of the Financial District, Skydome, the Convention Centre and the best of Toronto's live theatre. The 11 storey, 122 room, \$25 million project will welcome its first guests this February.

Guests at the Hotel Le Germain Toronto will enjoy the same personalized service and unique design that have become the trademarks of Germain boutique hotels. Based on its past successes, Lemay-Michaud Architecture and Design, which has designed all of the Group's boutique hotels, has once again been hired by the Germain family as designer and architect of the new project.

The concept of the Hôtel Le Germain Toronto is based on the very successful Hôtel Germain-des-Prés in Quebec City, the Hôtel Dominion 1912 in Quebec City's Old Port and the Hôtel Le Germain in Montreal, which has received kudos from magazines such as *Architectural Digest* and *Wallpaper**. Each building is unique, boasting individual design elements as well as features specifically adapted to its location, clientele and local surroundings.

Boutique Hotels

Contrary to what the name implies, boutique hotels are not hotels incorporating a host of shops, but rather are mid-sized establishments offering not more than 125 rooms. They distinguish themselves through their luxurious yet simple and refined design and their personalized service. Their guests appreciate elegance and exquisite design and seek unparalleled quality and comfort. Those wishing to pamper themselves beyond their stay may acquire items that they have come to particularly appreciate in their boutique hotel rooms, from the mattress and duvet to the glasses and sumptuous bathrobes.

– 30 –

Internet: www.hotelboutique.com

Source: Groupe Germain

Information: Nancy Bailey Brazeau

Vice President Sales & Marketing – Groupe Germain

Telephone: 416.368.5264

E-mail: nbaileybrazeau@hotelboutique.com