



# design hotels™

**Press Release**

**November 14, 2006**

## **design hotels AG Hits Record High in Bookings**

Berlin –design hotels AG (Regulated Market, Munich: LBA; ISIN: DE0005141006), integrated provider of marketing and positioning services for individually managed hotels and small hotel groups in the New Luxury Segment, hit a new record high in bookings in October and for the first time exceeded the 5m Euro mark in room revenues. This equals a 36 percent increase compared to the same period last year.

The commission business, i.e. bookings generated through the company's own website, travel agency reservation systems or internet booking portals, is one of the company's three revenue channels. For each booking, the commissions ranging between 3 and 12 percent of the booking revenue are charged depending on the booking channel. In the first nine months this business field generated revenues of 2.6m Euro and thus was the major contributor to the total revenue of 4.6m Euro. It also showed the most dynamic development with an increase of 29 percent.

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design hotels AG (formerly: lebensart global networks AG) is an integrated provider of communication and positioning services and acts as a consultant for individually managed hotels and small hotel groups. The service range of design hotels begins with the concept for a hotel. Clients of design hotels AG can choose from a modular service portfolio. With the brand design hotels™ the company currently represents and markets a unique collection of 154 individual hotels in more than 40 countries. Through its marketing and communication activities design hotels AG forms the connection between the member hotel and a global clientele looking for self-determination and individuality.

[www.designhotels.com](http://www.designhotels.com), ISIN: DE0005141006, Munich Stock Exchange (Regulated Market)