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PRESS RELEASE

All of the Seaside Hotels in the Canary Islands win the “TUI Holly 2010”

Four of the 19 TUI Holly’s 2010 awarded in the Canary Islands go to the Seaside Hotel Group • Additionally two prizes for the “Environmental Champions” also go to Seaside • With these awards Seaside is distinguished as the best evaluated hotel chain in the Canary Islands • The official TUI awards ceremony will take place in October 2010

Hamburg/Playa del Inglés, 22 June 2010 The German Tour Operator TUI awards the TUI *Holly* 2010, one of the most important awards in tourism, to the four hotels that form the Seaside Hotel chain in Gran Canaria and Lanzarote. The largest Tour Operator in Germany, TUI Deutschland GmbH, presents each year the highly desired trophies to the hoteliers, given that the TUI Holly is the direct result of their clients’ satisfaction. From all the hotels the Tour Operator has in its’ world-wide programme, only the 100 best hotels are awarded with the TUI Holly.

Together with these prizes, the TUI “*Environmental Champions*” are chosen – awarding the hotels whose management is found to be the most effective in implementing measures to protect the environment. Seaside Hotels’ Grand Hotel Residencia and Los Jameos Playa are also proud winners in this category. All the winners will receive a distinction in the tour operator’s next winter brochures and the awards ceremony will take place at the end of the summer season, in October 2010.

“The fact that this year all the hotels which form part of the Seaside hotel chain in the Canaries have received the TUI *Holly*, makes me extremely happy and proud” comments Theo Gerlach (81) owner for over 30 years of Seaside Hotels. “I would like to thank all the employees that have made these outstanding achievements possible. The prizes give me inspiration, despite my 81 years of age, to continue taking personal responsibility for the success of our hotels in Spain”, concludes Theo Gerlach, who together with his son Gregor Gerlach, directs the eight hotels that form the Seaside Hotel group.

The prizes that Seaside Hotels have received from the Tour Operator TUI over the last years, are confirmation of their clients satisfaction with the holidays they have spent in the hotels belonging to the group in the Canary Islands.



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Grand Hotel Residencia ***^L** (Maspalomas, Gran Canaria): since 2005 has been amongst the top ten hotels to receive this award each year

Palm Beach ***** (Maspalomas, Gran Canaria): 2010, 2004

Sandy Beach **** (Playa del Inglés, Gran Canaria): 2010, 2009, 2004, 2003, 2001 & 2000

Los Jameos Playa **** (Puerto del Carmen, Lanzarote) : 2010, 2009, 2008, 2004 to 1996 every year

Additional information on Seaside Hotels can be found at www.seaside-hotels.com.

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