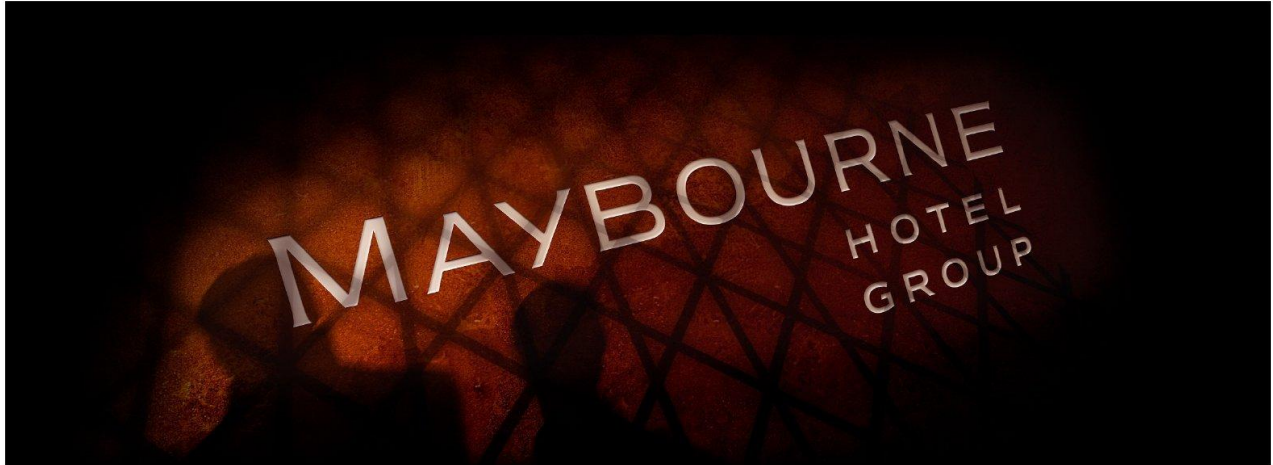


# **EXHIBIT A**

# Maybourne Hotel Group

A hotel group's name recalls  
its birthplace



Landor developed the name Maybourne, which subtly references the fact that all the hotel properties were founded in and immediately around Mayfair in central London.

**Background**

When a hotel company shares its name with one of its hotel names, that's fine. Especially when the hotel in question is The Savoy. Yet when the company decided to sell that hotel along with the rights to use the name, as The Savoy Group did in 2004, the company needed a new name. It wasn't as if the Group would be short of other star names – it owned The Connaught, The Berkeley, and Claridge's.

**Challenge**

Though it had no plans to sell other hotels, The Savoy Group did not want to find itself in a similar situation again. Not only that, adopting the name of one of its other hotels would run counter to the Group's strategy of establishing a portfolio that celebrates equally the individual personalities of its hotels. The Savoy Group needed a new name that sounded established and luxurious, and that would suggest an ethos that subtly unifies.

**Solution**

Landor developed the name Maybourne Hotel Group. The name sounds and looks well-established, premium, and quintessentially English. It also subtly references the fact that all the properties were founded in and immediately around Mayfair – they were all born of Mayfair. The name encapsulated the ambitions of the Group to grow beyond the place of its birth. Since its launch in 2005, Maybourne has established itself as a leading luxury hotelier.

# Landor

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