



Communiqué

New Frontiers.

Baur au Lac Zurich to re-position their Restaurant & Bar Rive Gauche in cooperation with newly founded hospitality management company FIVE AG.

Zürich, January 10th , 2005: FIVE AG and Baur au Lac have agreed to cooperate in the re-positioning of Baur au Lac's famed Restaurant & Bar Rive Gauche. The parties will engage in both conceptual and architectural modifications of the existing Restaurant & Bar, in order to better service Baur au Lac's business clients as well as international guests. In addition to securing a high level of quality and continuity, Baur au Lac relies on FIVE AG to provide the know-how and the network to attract new, younger clients in the future. Re-positioning and modifications will be completed by autumn 2005.

Today, interiors, atmosphere, an excellent chef, exquisite dishes, a flair for wines, and the right staff are all mandatory ingredients in running a successful restaurant. FIVE AG focuses on the development and management of contemporary gastronomy. Various cooperations and own locations are in preparation. FIVE AG is backed by Chairman Ursin Mirer (Partner of Restaurant Giesserei Oerlikon), CEO and Board-Member Wolf Wagschal (with his extensive references in international gastronomy), and Marco Garzetti (Partner of La Piazzetta Gastronomie and Restaurant Antiquario).

For more information, please contact:

FIVE AG, Zürich, Wolf Wagschal: T. +41 43 300 60 15 F. +41 43 300 60 89

Baur au Lac*, Zürich, Michel Rey: T: +41 1 220 50 20, F: +41 1 220 50 46

**Baur au Lac was named the European Winner of The Leading Hotels of the World prestigious "Commitment to Quality Award", Best in Europe.*