

Press release
Paris, February 6th

ACCORHOTELS CHOOSES DREEM TO PROVIDE THE BEST SLEEP POSSIBLE FOR ITS GUESTS

At the cutting edge of wellness, Pullman pilots Dreem, an innovative, award winning technology, scientifically proven to promote a superior sleep, in two key properties.



AccorHotels is proud to announce its partnership with Rythm, the award-winning neurotechnology company, in an exciting pilot program that will make their revolutionary product, [Dreem](#) available to guests staying at Pullman Paris Centre - Bercy and Pullman San Francisco Bay. Dreem is the first-ever active sleep solution, clinically proven to enhance your sleep quality.

“Pullman is thrilled to have this amazing opportunity to work with Dreem, Rythm’s scientifically proven way of improving the quality of your sleep.” said Aldina Duarte Ramos, Director Wellbeing for Sofitel, Pullman & Swissôtel. “A good night’s sleep is a cornerstone of Pullman’s wellness ethos. We promote it as a pillar of its renowned wellbeing program based on Sleep, Food, Sport & Spa which is at the heart of Pullman’s identity. Our clientele of hyper-connected entrepreneurs and global nomads are always looking to balance productivity with personal wellbeing. They will deeply appreciate this unique technological approach to sleep and its restorative benefits to body and mind.”

Pioneering Sleep Technology

Rythm is a neurotechnology company that combines neuroscience research and advanced technologies. With esteemed partners such as the Stanford Center for Sleep Sciences and Medicine, Rythm develops consumer electronic products that improve people’s wellbeing and performance, hence, their daily lives.

Rythm’s inaugural product, Dreem, integrates the accuracy and the power of lab equipment in a miniaturized and comfortable headband. Dreem uses ultra-fine sensors to track key information such as brain waves, heart rate, and breathing, and discreetly diffuses sound to your inner ear. It allows users to fall asleep more easily, enhance crucial deep sleep, and wakes the user at the optimal time.



The company's innovative technology has won several accolades and awards, including the 2017 BPI France Concours Mondial d'Innovation.

Rise and Shine

It's hard to deny how disruptive a night of poor sleep can be, from red eyes to fatigue to diminished mental function. Pullman Hotels & Resorts has long been a champion of sound sleep, promoting it as a pillar of its renowned wellbeing program. A recent spate of scientific studies have further illustrated the relationship between sleep and wellbeing, including research demonstrating how deep sleep encourages important functions such as memory consolidation, cellular regeneration and growth hormone release. With the Dreem headband, Pullman will be leading the way in providing guests with the ultimate restorative hospitality experience.

"We're excited to join forces with Pullman Hotels & Resorts", said Hugo Mercier, CEO of Rythm. "Traveling can be exhausting and we're elated to provide Pullman guests the opportunity to try Dreem and get a better night's sleep when they need it most."

Guests will be able to request a Dreem headband at Pullman Paris Centre - Bercy and Pullman San Francisco Bay. As part of their program of exclusive offers and experiences, the initial pilot will give priority to Le Club AccorHotels members, allowing them to rise and shine like never before.

A Chance to Win a Good Night's Sleep

From February 12th to 19th 2018, all members of the elite Le Club AccorHotels loyalty program will be invited to answer an online questionnaire designed to explore health and wellbeing issues, including sleep education. Participants will be entered into a draw to win their very own Dreem headband, valued at €/\$499.

About AccorHotels

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,200 hotels, resorts and residences, as well as in over 10,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator, AccorHotels operates in 95 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel Legend, Fairmont, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman, Swissôtel and 25hours Hotels; as well as the popular midscale brands Novotel, Mercure, Mama Shelter and Adagio; the much-prized economy brands including JO&JOE, ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the acquisition of John Paul, world leader in concierge services.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 250,000 dedicated women and men, has a purposeful and heartfelt mission: to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - Le Club AccorHotels.





AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRFY) in the United States.

For more information and reservations visit accorhotels.group or accorhotels.com.
Or become a fan and follow us on Twitter and Facebook.

About Rythm

Rythm is a leading neurotechnology company combining neuroscience research with ground breaking consumer technology, designed to help people sleep better. Backed by a prestigious board of advisors and notable scientists, raising over 22 million dollars in funding, Rythm's mission is to cure the worldwide bad sleep epidemic, starting with the individual. Their first sleep technology, Dreem, is available now, helping sleep strugglers improve their sleep. Rythm is comprised of a world-class team of 70 people, based in Paris and San Francisco. For more information, visit Dreem.

Press contacts

AccorHotels

Line Crieloue

line.crieloue@accor.com

+ 33 1 45 38 18 11

Marine Sabat

marine.sabat@accor.com

+ 33 1 45 38 18 79

Rythm

Yana Rogers

[yana.rogers@text100.fr](mailto: yana.rogers@text100.fr)

+33 6 98 33 50 48

Peter Day

[Peter.Day@Edelman.com](mailto: Peter.Day@Edelman.com)

+1 415 486 7663