



For Immediate Release:

CITY APARTMENTS GAINS QUALITY ACCREDITATION

10 AUGUST 2007– *City Apartments Ltd* is pleased to announce that it is one of the first serviced apartment companies in the UK to have gained quality accreditation through the *VisitBritain Quality in Tourism Assessment Ratings for Serviced Apartments*.

As a founder member of the *Association of Serviced Apartment Providers (ASAP)*, *City Apartments Ltd* is at the forefront of moves to quantify the services and accommodation offered by UK serviced apartment providers.

A recent government mandate has declared that in order to work with the recognised UK tourist boards, all serviced accommodation in the UK must be graded and inspected by an independent body. Unlike for hotels, until recently there was no grading system that accurately reflects the services and quality of a serviced apartment operator.



To this end, *ASAP* and *Quality in Tourism (QIT)* worked together to agree a national standard for serviced apartments. *ASAP* will also encourage providers to seek accreditation for its accommodation, ultimately to make bookers' lives easier when selecting serviced apartments, by providing a clear guide as to the levels of service and apartment amenities available from the provider.

"There are many companies claiming to offer serviced accommodation" said David Smith of City Apartments, following a recent ASAP meeting.

"Our goal is to highlight reputable companies who actually operate accommodation in this field and to provide a useful tool for our clients".

City Apartments Ltd has achieved a three and four star grading across its portfolio of 110 serviced apartments in the City of London and West End areas.

For more information on the assessment process or City Apartments, contact Steve Thorne, General Manager at sthorne@cityaparts.com or 020 7726 2626.



About City Apartments

City Apartments is regarded as the leading independent full service short-term apartment provider in 'The Square Mile' of the City of London's financial centre, offering 110 well-appointed apartments in key locations across the City and the West End. Its clients are exclusively from the international business community and its guests are those companies' employees, families and friends.

City Apartments' offering is simple and straightforward: high-quality, serviced accommodation, providing hotel-standard comfort within the ambience of a private residence, and at a fraction of the cost of a hotel. All apartments are owned, furnished and maintained by City Apartments to its exacting standards. To City Apartments, excellent customer service means exceeding its clients and guests expectations every time. Its service delivery philosophies are based on first-hand experiences as both guest and operator of the growing serviced apartment concept, with innovative thinking and cost-saving services fundamental to its forward thinking approach.

Indeed, City Apartments regard superior technology, combined with friendly, professional and individual attention, as its hallmark. City Apartments. Simply better living in the City.

City Apartments Ltd locations are:

London House, 172-174 Aldersgate Street, London EC1A 4HU

One and two-bedroom apartments in this luxury development situated just one minute walk from Barbican station within easy walking distance of most areas in The City.

Hills Chambers, 64 West Smithfield, London EC1A 9DY

One-bedroom apartments forming part of a classic Victorian property (a former bank) on the corner of historic West Smithfield.

Newbury House, 10-13 Newbury Street, London EC1A 7HU

Warehouse-style open plan apartments in a newly converted former warehouse, situated between West Smithfield and the Barbican Centre.

East House, 9-11 East Cheap, London EC3M 1BN

One and two-bedroom apartments in a very central 'City' location, within walking distance to the Bank of England, Tower of London and the famous Monument.

Globe View, 10 High Timber Street, London EC4V 3PL

One and two-bedroom apartments in this fabulous riverside development overlooking the River Thames and facing Shakespeare's Globe Theatre.

Pleydell House, 3 Pleydell Street, London EC4Y 8DB

Studio, one and two-bedroom apartments in a period Victorian building overlooking Fleet Street and only a short walk to the River Thames and Covent Garden.

Cleary House, 16 Newman Street, London W1T 1PB

Two-bedroom apartments in this Victorian period apartment block in the heart of fashionable Fitzrovia and just a short walk from the amenities of Oxford Street and the West End.

www.cityaparts.com

Issued by City Apartments Ltd, 14-15 Newbury Street, London EC1.

For further information, contact Steve Thorne at sthorne@cityaparts.com or at 020 7726 2626