

# PRESS RELEASE

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## ICEBAR Oslo is ready: An icy attraction in the centre of Oslo

Oslo, 10 November 2009. In September it was revealed that ICEBAR by ICEHOTEL was to open in Oslo. Two months and 60 tons of ice later and a lot of hard work from the team, ICEBAR OSLO is finally ready. This provides the capital with a new and exciting attraction.

The new destination in the centre of Oslo is made from large blocks of ice from the Torne River in Jukkasjärvi. It has been crafted by specialized and skilled ice artists who have made their mark on the design. The design of ICEBAR OSLO will change every year, and this year's design is "Purity with a twist" by Arne Bergh and Janne Haglöf. The ice from the Torne River is particularly well known to be of high quality and is a favourite amongst ice artists. It is the ice that lends the this bar of ice its characteristic and special expression.

### The world's largest

The total area of the bar is 500 square metres, and this makes it the largest ICEBAR by ICEHOTEL in the world. ICEBAR OSLO has been constructed from almost 60 tons of ice, and the "cold" part of the bar is 100 square metres in size. Guests enter this area in groups of 60 and spend 45 minutes at a time here. Before and after the stay in the cold area, guests can enjoy good food and drinks in a "warm" section.

"Thanks to a hard-working team we are able to open on time and we are incredibly happy with the result. We are looking forward to opening the doors for tourists and the people of Oslo who are looking for an experience out of the ordinary," says Morten Thorvaldsen, Managing Director of Thon Hotels.

### Much interest

The new bar is an exciting addition to Oslo's tourist attractions, and even a good while before the opening there were numerous inquiries from both home and abroad. Cruise and travel agents have contacted ICEBAR OSLO, and several events have been booked for the winter. A number of businesses have also shown an interest in events at the ICEBAR in order to provide their employees and customers with something different, a new experience.

### Unique technology

The inside of the bar will maintain a temperature of minus 5°C all-year round, and thanks to energy-efficient LED lighting from Philips the ice will not melt. The lighting is in several shades of blue and green, which is reminiscent of the northern lights when it interacts with the crystal clear ice.

"Philips is an important partner to us, and their expertise and technology helps create the special experience provided by a visit to ICEBAR by ICEHOTEL," says Agnetha Lund, Director of ICEBAR by ICEHOTEL.

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**ICEHOTEL**<sup>®</sup>  
*Jukkasjärvi*

ICEBAR by ICEHOTEL is a new, unique concept that originated at the world's largest ice hotel in Jukkasjärvi, Sweden. The new franchise concept is based on many years of experience with the success of ABSOLUT ICEBAR, a collaboration that started in 1994. ICEBAR OSLO has opened in collaboration with Thon Hotels, and is the third of its kind following Tokyo and Copenhagen.

ICEBAR Oslo opens at Kristian IV's gate 12 in Oslo, and is Oslo's new major attraction for both its inhabitants and visitors.

### **About ICEHOTEL**

ICEHOTEL is one of northern Europe's most famous landmarks. Located 200 kilometres north of the Arctic Circle in Jukkasjärvi, the company is famous for its innovative ice and snow art. Visitors from all over the world come to Jukkasjärvi to see the crystal-clear ice that is used as a building material for art and larger structures – in Sweden as well as internationally.

### **About Thon Hotels**

Thon Hotels is the third largest hotel chain in Norway with 53 hotels. Thon Hotels also owns 4 hotels and 2 apartment hotels in Belgium and one hotel in the Netherlands. The chain provides a total of 7,490 rooms in Norway and 1,296 rooms in Belgium and the Netherlands. Thon Hotels has hotels for all occasions and the chain offers four hotel concepts; Thon Budget, Thon City, Thon Conference and Thon Resort. In 2008 Thon Hotels had a turnover of NOK 2.4 billion. Thon Hotels is a subsidiary of Olav Thon Gruppen.

### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs more than 118,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

### **Lighting design & Audio/Video/Photo**

The light work is done by the lighting designers from Inwhite John Pettersson and Julie Engberg and audio/video/photo is created by Matthias Löw and Valentina Santi Löw.

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