



PRESS RELEASE

Paris, Tuesday 15 September 2009

Key words: TOURISM / FRANCE / WINTER SPORTS / TRAVEL DEALS

"Pay what you want": a revolutionary way of paying for your holidays in Saint-Lary, in the French Pyrenees

www.saintlary.com

Press Contacts

Press Relations

■ Agence C3M

■ Tél. : +33 1 47 34 01 15

Michelle Amiard

michelle@agence-C3M.com

■ The EUROGROUP tourist residence group has decided to launch its Pay What You Want holiday concept in Saint-Lary. ■ This allows customers to decide what they will pay for their holiday on the basis of their level of satisfaction and their means.

It is new and unique anywhere in the world... Clients only pay what they want... depending on how they feel...

To start with, this extraordinary offer will run from the 12th to the 19th of September 2009 at the Cami Real residence in Saint-Lary.

This charming three-storey Pyrenees-style residence is located within 700 metres of the ski lifts and the thermal baths. The facility has a covered swimming pool, free wireless Internet access, a sauna and multi-lingual staff. The rooms are equipped with free wireless Internet access, a sofa bed plus a kitchenette with a fridge and a microwave.

"Pay what you want" should be rolled out in other residences during the winter season. Saint-Lary will be the hothouse for this daring initiative.

About Eurogroup

Eurogroup is the third largest operator of tourist residences with 85 sites in France, including 50 mountain residences. The brand <http://www.madamevacances.com>

About Saint-Lary

The leading resort in the Pyrenees, just a few kilometres from Spain, Saint-Lary Soulan is first and foremost a traditional mountain village with a history and a soul. To find out more visit: www.saintlary.com