



PRESS RELEASE

SHEPHEARD A HOTEL WITH HISTORY

Cairo, November 3rd 2010, The Shepherd Hotel has been part of Cairo's history for over 150 years and has a glamorous, mysterious and often tumultuous past.

It was built at the beginning of the 1840s, near Opera Square, by Briton Samuel Shepherd in order to attract travellers en route to and from the East. The hotel's terrace, with its wicker chairs and tables, was the ideal vantage point to watch Cairo life scurry or saunter by on Ibrahim Pasha Street below.

Over the years, the hotel has attracted statesmen, soldiers, explorers and the glitterati of high society from across the globe in the days when travellers truly were intrepid.

The phrase 'the place to see and be seen' is often used when referring to the Shepherd. This was particularly true in nineteenth century Cairo when it was a social mecca and stopover destination for those journeying to India and the Far East.

The hotel was a popular haunt for British Army officers and even played an unwitting role in one of World War Two's greatest secrets. A British Army officer of the Airborne Division left a top secret cable revealing the time and date of the invasion of Sicily on a table at the hotel. Two days later, the hotel manager returned to cable to the British authorities.

The original building was commandeered at the start of the century as the private quarters of Napoleon Bonaparte during his invasion of Egypt.

Today the current reincarnation of Samuel Shepherd's vision overlooks the Nile adjacent to the Kasr El Nil Bridge, a glamorous reminder of Cairo's colourful past while providing guests with modern facilities and amenities to guarantee a memorable stay.



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The Shepherd features 297 spacious and elegantly-appointed rooms and suites. All of the suites and most of the rooms overlook the Nile and were recently upgraded in style and comfort.

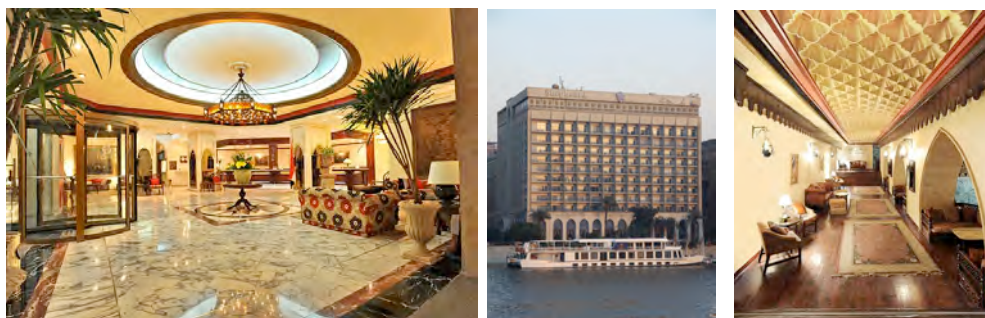
International cuisine, the finest Asian dishes, food from the Mediterranean region as well as Oriental and local delicacies are available at our various restaurants.

Snacks, cakes, gourmet pastries homemade delicacies from our bakery at Le Café. Afternoon tea and drinks are served in the newly-created Shepherd's Lounge. The Mashrabeya Gallery is the perfect spot to relax and unwind with live music at night and complimentary internet access. Napoleon Bar is a typical English bar with a classic ambiance serving international drinks and cocktails with live and themed entertainment. The Terrace is a summer Traditional Oriental open-air atmosphere with mezzah and BBQ delicacies.

Spaciously sized and well-equipped conference, meeting and banquet rooms can host from 10 up to 900 guests and delegates for conferences and social events.

A fully-equipped gym and fitness centre provides physical well-being for guests under the guidance of professional trainers.

The hotel also features a 24 hours gaming Casino offering American Roulette, Balckjack, Poker, Punto Banco and slot machines.



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