

PRESS INFORMATION

Internationally Renowned Michelin Guide Arrives in the Nation's Capital

Washington, D.C., becomes fourth U.S. destination for tire maker's famous restaurant guide

WASHINGTON, May 31, 2016 – Michelin today announced that its famously anonymous inspectors have begun sampling the local fare in preparation for the first MICHELIN Guide Washington, D.C., to be published this fall.

The MICHELIN guide Washington will become the 29th edition of the international MICHELIN Guides collection and the first to cover an American city in the Mid-Atlantic region. With the addition of Washington, the MICHELIN guide inspectors will now evaluate and select restaurants for four U.S. cities, also including New York, San Francisco and Chicago. Michelin's highly-regarded restaurant guide promises to put the city more firmly on the world stage of great gastronomic destinations.

The new MICHELIN Guide Washington, D.C., will go on sale starting Oct. 13, 2016.

"I am elated to announce that the MICHELIN Guide will be a part of the extraordinary and eclectic food scene in America's great capital," said Michael Ellis, International Director of the MICHELIN guides. "Washington is one of the great cosmopolitan cities in the world, with a unique and storied past that includes, among so many other things, a rich culinary tradition that continues to evolve in exciting new directions."

Ellis said the first edition of the MICHELIN Guide Washington, D.C., will include restaurants within the District's boundaries exclusively; subsequent editions will expand to cover the greater metropolitan area.

Meticulous in maintaining their confidentiality, Michelin inspectors from the United States and other countries have been selecting restaurants in the District for several months. As always, they reserve anonymously, pay for all their meals, ensuring that they are treated the same as any other customer.

Of course, the Michelin Guide inspectors are famous for awarding stars to restaurants. However, they also recommend a broad selection of restaurants, including a list of Michelin inspectors' favorites for good value called Bib Gourmand. For the frugal foodie, Michelin also publishes a list of great places to eat a full meal for \$25 dollars or less.

"After Seoul, Singapore and Shanghai, Washington is the fourth city which we have added this year" Comments Claire Dorland-Clauzel, Michelin executive vice-president, brands and external relations. "This international development is a strong sign for gastronomy worldwide: thanks to the distinctions awarded each year, the MICHELIN guide contributes to the international culinary scene's visibility and creates strong value to inhabitants and visitors."

"With its rigorous methodology and its historical knowledge of the food and hospitality sectors, it offers to its customers a unique expertise and high value global service" concludes Claire Dorland-Clauzel.

About the MICHELIN Guide

Thanks to the rigorous MICHELIN Guide selection process that is applied independently and consistently around 27 countries, the MICHELIN Guide has become an international benchmark in fine dining. The selections of all restaurants in the Guide are made by Michelin's anonymous inspectors, who are trained to scrupulously apply the same time-tested methods used by Michelin inspectors for many decades throughout the world. This ensures a uniform, international standard of excellence. As a further guarantee of complete objectivity, Michelin inspectors pay all their bills in



full, and only the quality of the cuisine is evaluated. To fully assess the quality of a restaurant, the inspectors apply five criteria defined by Michelin: product quality; preparation and flavors; the chef's personality as revealed through his or her cuisine; value for money; and consistency over time and across the entire menu. These objective criteria are respected by all MICHELIN Guide inspectors, whether in Japan, the United States, China or Europe. They guarantee a consistent selection so that a star restaurant has the same value regardless of whether it is located in Paris, New York or Tokyo.

Michelin has been a pioneering force in advancing mobility through innovation and excellence in manufacturing quality. The Company patented the pneumatic, or air-filled, tire in the late 1800s. This was a milestone moment in mobility, permitting automobile owners to travel at great length in a single journey. Then, in an effort to prompt travelers to enjoy their newfound mobility, the company created guides and detailed maps to steer travelers on their way. The most famous publication that developed from this is the internationally recognized MICHELIN Guide.

About Michelin North America, Inc.

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, Earthmovers, farm equipment, heavy-duty trucks and motorcycles. The Company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelinman.com) employs more than 22,650 people and operates 19 major manufacturing plants in the U.S., Canada and Mexico.

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