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CONTACT:

Dennis Watson,

214.295.2344

dennis.watson@regus.com

Flexibility is Key to Managing through Economic Rollercoaster

*Regus' road map for beating recession directs businesses
towards flexible workplace strategies*

DALLAS - (April 14, 2009) – As the battle to beat the shaky economy rages on, The Regus Group (LSE: RGU), the world's leading provider of fully furnished and equipped offices, says companies can leverage flexibility to drive down costs and keep their business viable during this turbulent period.

“Volatility is the only constant we can be sure of during this financial crisis,” said Regus Group CEO Mark Dixon. “The way to manage through the uncertainty is by being as flexible as possible, in all aspects of your business.”

One area weighing down companies, Dixon noted, is the obsolete workplace model many businesses continue to embrace.

“Bricks and mortar burden a company with unnecessary fixed expenses and risk. Adopting a flexible workplace strategy reduces facilities costs by up to 60 percent, enables new market exploration and allows a business to match their workplace with their business requirements.”

1. When opportunity dries up in your current market, explore new markets.

“With business evaporating in core markets, companies must go after growth opportunities in new cities – generating revenue by increasing the number of markets where they can reach additional customers,” said Dixon. “Our customers are exploring markets right next door and across the globe. As a result, we are growing our network in response to their demand for business ready, cost-effective places to work with flexible terms.”

When Birch Worldwide, a provider of services and support for technology firms, realized the U.S. presented an opportunity to grow its business, the company turned to Regus to facilitate its market test.

As Birch moved to open its first U.S. office, the company sought a location that would provide easy access to technology businesses and the Bay Area's skilled labor pool. After exploring its options, Birch chose a Regus facility in Petaluma, California for two reasons. First, the Regus model allowed Birch to begin operations cost-effectively and enabled them to move quickly, as necessary infrastructure such as phone, Internet and office support staff was already in place. Second, Birch would leverage Regus' flexible terms to test the market and then expand or contract the amount of space it required to accommodate its business needs.

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2. Align your Business Needs with your Workplace Needs

CEO Tammy Murphy runs Avalon's Entrepreneur Center, a Columbus-Ohio based business coaching and training firm for entrepreneurs. Murphy uses Regus' meeting rooms throughout Columbus in order to accommodate a widespread client base, without paying for traditional office space.

"I work with clients all over Columbus and the surrounding areas," said Murphy. "If I chose to rent an office on the northside only, some clients would have to travel 45 minutes. If I chose an office on the eastside, I'd have the same issue with my clients who work and live north. With Regus, I simply schedule my office days according to which clients I am meeting during the week."

Murphy subscribes to Regus' Businessworld membership program, which offers mobile workers access to private offices, meeting rooms and business lounges on an as-needed basis. Members can work from 1,000 worldwide locations and access services on-demand.

"Today's business leaders need to have a workplace that is flexible and as dynamic as their business. By updating their workplace strategy, companies will reduce overall facilities expenses and will be in a stronger position for success," added Dixon.

About The Regus Group

The Regus Group is the world's leading provider of pioneering workplace solutions, with products and services ranging from fully equipped offices to professional meeting rooms, business lounges and the largest network of videoconferencing studios. For more information please visit www.regus.com.

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