

Media Release

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Park Regis Refurbishment Program Enhances Guest Experience

StayWell Hospitality Group (SWHG), the owner and operator of the **Park Regis** hotel brand, has announced the completion of a major refurbishment program across its properties.

The refurbishment plan which spanned across the majority of hotels under the Park Regis brand totals approximately \$2million. The result of these upgrades is a marked improvement of each product and overall experience of hotel guests.

Most recently, Park Regis Anchorage on Palmer Street in Townsville was given an extensive guest room upgrade which included new beds, designer bedding and modern indoor and outdoor furniture.

In Cairns, Park Regis City Quays has refurbished its Studio, One and Two Bedroom Apartments with new beds and bedding as well as new desk/work areas, DVD/clock radio/iPod dock stereo units and high definition LCD TVs. This adds to the superior accommodation experience already offered at the hotel.

On Quay Restaurant and Bar located at Park Regis North Quay in Brisbane has also undergone a refurbishment and has literally opened its doors wider – with the addition of a new al fresco area overlooking the Brisbane River. The hotel has also added a gym to its facilities – which includes an outdoor pool and function rooms.

A lobby facelift at Park Regis Concierge Apartments in Sydney with contemporary furniture and colour scheme has given a new, brighter welcome for all its guests. Rooms have also been given a facelift ensuring a more pleasant stay at the hotel, which is located on Military Road on the North Shore.

At Park Regis City Centre, also in Sydney, the launch of its sophisticated guest rooms – Park Suites has taken the hotel into a new area of the accommodation market. The Suites are fully refurbished with design-infused interiors in the modern living space with a 42" LCD TV, mini stereo with iPod docking station, subtle lighting finished off with lush colours and fabrics. A separate bedroom includes a king bed, 27" LCD TV and a work desk. Other conveniences include high speed internet, mini fridge and individually controlled air-conditioning.

Park Regis Griffin Suites in Melbourne recently launched its on site restaurant renamed Purple Café/Bar. Located on Melbourne's busy St Kilda Road, the restaurant, formerly known as Café 604, has undergone an extensive refurbishment, revealing a contemporary and unique dining experience. The \$300,000 project has completely transformed the café by incorporating original interior design elements and a contemporary colour palette reflecting the purple theme of the café.

Mr Simon Wan, CEO of SWHG says the extensive refurbishments across its hotels will strengthen brand confidence and guest satisfaction.

“It is very important in these competitive times for each hotel individually, as well as StayWell Hospitality Group on the whole, to maintain or keep ahead of market expectations. We cater to leisure and business travellers alike, and whilst the purpose of the visit may differ, needs and wants are quite similar. Ensuring our products give both markets a quality and up-to-date product at a very competitive rate, is what we strive to achieve,” he said.

SWHG manages properties under both the Park Regis and Leisure Inn brands with its portfolio currently including locations in Australian capital cities - Sydney, Brisbane, Melbourne and Hobart as well as regional areas such as Launceston, Hunter Valley, Blue Mountains, Cairns and Townsville. Park Regis Singapore is also under development, with completion expected in late 2009. Other international locations have also recently been announced including New Zealand and Morocco.

**Further information, images or to request a site inspection please contact:
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