

Media Release

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StayWell Announces New Park Regis Hotel in Dubai

StayWell Hospitality Group, the owner and operator of the **Park Regis** and **Leisure Inn** brands today announced a new management agreement to operate a luxury 4 star hotel in Dubai, in the United Arab Emirates. Scheduled to open mid-2010, the 392-room **Park Regis Kris Kin, Dubai** will be StayWell Hospitality Group's 23rd property and its first to open in the Middle East.

The hotel is located in Dubai's historic district, opposite Burjaman Shopping Centre, 5 kilometres from the centre of Dubai and 6 kilometres from Dubai International Airport. The brand new hotel will cater to the 4 star luxury market, whilst offering guest rooms that will far exceed 4 star expectations.

Park Regis Kris Kin, Dubai will offer superior guest facilities such as three restaurants including a top floor restaurant with panoramic views, two bars, nightclub, extensive conference and banquet facilities, rooftop pool, gymnasium, leisure centre with jacuzzi, sauna and steam rooms and a 120-space car park. A key feature of the hotel is its exceptionally large guest rooms and suites measuring from 38sqm to 109sqm. The incorporation of state-of-the-art technologies such as IPTV (internet protocol television) also delivers a real advantage for guests at Park Regis Kris Kin, Dubai.

As part of the long term management agreement, the property's owners have engaged the management services of StayWell Hospitality Group's experienced team to provide support and management in the areas of hotel operations, sales, marketing, human resources and IT.

The Group's Chief Executive Officer, Mr Simon Wan, said that the latest announcement is part of a strategic approach to increase the global reach of both the Park Regis and Leisure Inn brands.

"The addition of Park Regis Kris Kin in Dubai is part of StayWell Hospitality Group's expansion plan into the global accommodation market. In addition to this new property, we also currently have a Park Regis property under development in Singapore as well as several more soon to be announced,"

"Dubai is a very exciting and relatively young city bursting with new and inspirational developments. It is a market we have been looking to enter for some time. The quality facilities and features at Park Regis Kris Kin fit superbly into the attributes of the Park Regis brand," he said.

StayWell Hospitality Group's portfolio currently stands at a total of 23 properties which includes 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 an opening date expected in August or September 2010.

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