

Media Release

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Purple Café/Bar Launched at Park Regis Griffin Suites

Park Regis Griffin Suites is proud to announce the official launch of 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.

Designed by Sydney design house Arnold Lane, 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.

Finishes have been refined to create a feeling of theatre and glamour. New fittings and furnishings include woven light fittings, sculptural chairs and twisted twig artworks to add colour, movement, and dimension to create a dynamic space. Chairs painted a fun and regal purple set the tone of the café.

The colour purple was chosen as the distinct theme and namesake of the café as it relates well with the established Park Regis brand and logo. By definition, the colour purple signifies royalty with a hint of excitement and mystery.

Purple Café/Bar is located on the ground floor of Park Regis Griffin Suites (604 St Kilda Road), two kilometres from the city centre. The hotel itself offers guests a choice of Hotel Rooms and self-contained One and Two Bedroom Apartments.

Park Regis Griffin Suites is part of the StayWell Hospitality Group's (SWHG) expanding portfolio of properties in Australia and overseas. Mr Simon Wan, CEO of SWHG, said that the refurbishment and subsequent launch of Purple Café/Bar has given Park Regis Griffin Suites a tremendous lift.

"We are extremely pleased with the result of the café refurbishment and feel confident that our customers will thoroughly enjoy a unique dining experience at Park Regis Griffin Suites. Our menu is designed to satisfy all tastes and offers popular meal options – and we are proud to announce that we haven't increased our prices to reflect the sleek new surroundings at the café," he said.

SWHG's portfolio currently 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 completion expected in late 2009. Other international locations have also recently been announced including New Zealand and Morocco.

Further information:

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