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Media Release

StayWell Holdings launches in Vietnam with two hotels

- StayWell Holdings has announced its first foray into Vietnam with the opening of Park Regis and Leisure Inn at Cocobay - The Entertainment & Hospitality Complex in Da Nang.
- The openings signify StayWell Holdings continued commitment to expanding its brands internationally, providing a strong foothold in Vietnam.
- The two properties are the largest ever to be opened under the Park Regis and Leisure Inn brands, offering more than 1,058 rooms and suites combined.
- They are the first branded hotels to be opened in the thriving Cocobay, which is set to become South East Asia's leading entertainment and hospitality complex.

StayWell Holdings has announced their first foray into the Vietnamese tourism market with the signing of two properties at one of South East Asia's leading entertainment and hospitality destinations – Cocobay Complex in Da Nang.

As well as a milestone for StayWell Holdings, the newly opened Park Regis and Leisure Inn properties signify the first internationally branded accommodation offerings in the complex, complementing the existing Cocobay's Boutique Hotel chains and 5-stars resort Naman Retreat.

The two hotels are centred between Hoi An and Da Nang along a private and pristine beachfront providing guests with direct access to a pedestrian dining and retail strip, various tourist activities and the Coco City Tour 'hop on, hop off' bus tours to Da Nang and Hoi An.

The Leisure Inn and Park Regis properties provide a strong base in the Vietnam's beautiful central coast for StayWell Holdings to propel its expansion into other key destinations throughout the country.

Mr. Simon Wan, President and Director of StayWell Holdings said the hotel openings marked key milestones for the organisation's rapidly growing international portfolio, strengthening the brand's profile and reputation in South East Asia to pave the way for further expansion.

"The opening of our two newest properties in the exciting Cocobay Complex demonstrates StayWell Holdings' commitment to expanding our diverse network of properties, and our portfolio of brands globally," he said.

"Not only are these hotels the first internationally branded properties for Cocobay, and our first venture in Vietnam, they are also now the largest Park Regis and Leisure Inn hotels in the world," Mr Wan said.

Park Regis Cocobay features 686 hotel suites ranging from one, two and three bedrooms, while Leisure Inn Cocobay offering includes 372 deluxe twin and double rooms.

Mr. Thanh Duc Nguyen, Chairman of Empire Group shared: "The Signing Ceremony marks a big step for Empire Hospitality, as well as Cocobay Complex. This is Empire Hospitality's first activity to reach out to the international market by providing customers with international quality standard and experience. In the future, Empire Hospitality will continue to develop in order to enhance and improve service quality at Cocobay, worthy of the title of Southeast Asia's leading entertainment and hospitality complex."

Both hotels feature modern facilities including a resort style swimming pool, poolside bar, all-day-dining restaurant, café and bakery, kids club and private beach access with a range of water sports available.

Strategically positioned to offer guests a central, beachside base to explore the region's major tourist attractions including the cities of Hoi An and Da Nang, the Marble Mountains and Ba Na Hills, Cocobay – The Entertainment & Hospitality Complex is set to appeal to a wide range of guests – including families, couples, groups and solo travellers.

For more information on this hotel, or other StayWell Holdings properties visit www.staywellgroup.com

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About StayWell Holdings:

One of the largest hotel management groups in Asia Pacific, StayWell Holdings and its parent company Prince Hotels Inc., offers a diverse portfolio of properties across a combined network of 75 open and operating hotels worldwide.

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Prince Hotels & Resorts and StayWell's combined brand offerings include The Prince Akatoki, The Prince, Grand Prince Hotel, Policy, Park Regis, Prince Hotel, Leisure Inn Plus, Prince Smart Inn, and Leisure Inn. Each brand offers guests quality experiences ranging from luxury to lifestyle though to midscale.

Prince Hotels & Resorts and StayWell have set a strategic goal to deliver 250 hotels in the medium to long term. The expansion of both company brands will take place across the regions of Australia, New Zealand, Southeast Asia, Asia, Japan, Oceania, the Middle East, Europe and the United States.

Prince Hotels operate a combined network of 49 hotels, 31 golf courses and 9 ski resorts. StayWell has an existing network of 26 open and operating hotels and a further 16 hotels that are committed and opening over the next few years. In addition, StayWell has two key strategic partners being Manhattan Hotel Group (19 hotels) and Cristal Group in the Middle East (11 hotels).

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