



Press Release

The Address Hotels + Resorts marks Asia expansion with management contract for resort hotel in Bali

- *The Address, The Terrace - Bali is in close proximity to Nusa Dua and Kuta, sought-after tourist destinations*
- *Luxury resort near the ocean is scheduled to open by end-2012*
- *199-key property with sky lounge, conference facilities, botanical gardens and spa*

Dubai, UAE; December 5, 2010: The Address Hotels + Resorts, a five star premium hotel brand with a strong presence in Dubai and other global markets, has marked its Asian expansion by signing a management contract to operate The Address, The Terrace - Bali, a luxury retreat in Pecatu Indah Resort in Bali's Badung Regency, near Nusa Dua and Kuta in Indonesia.

Located in one of the most sought-after tourist destinations in the country, the premium hotel will have 199 rooms and is scheduled to open by end-2012 in time for the APEC Bali Conference in 2013. The hotel is only 20 minutes away from the Ngurah Rai International Airport, and will feature an array of amenities including a sky lounge, restaurants, conference and events facilities, botanical gardens and a health club and spa.

Mr Marc Dardenne, Chief Executive Officer of The Address Hotels + Resorts, signed the management contract with Mr Haryono Eddyarto, President Director of PT Teras Nirwana Bali, the entity that owns the hotel.

Mr Dardenne said: "The management contract to operate The Address, The Terrace - Bali marks a new chapter in the evolution of The Address Hotels + Resorts brand as we make our foray into Asia. With five world-class hotels in Dubai and management contracts to operate luxury resorts in Morocco and France, we have already established our clear differential in hotel operation with a focus on a one-size-fits-one strategy and our commitment to ensure tangible benefits for guests."

He added: "Indonesia is one of the growth markets for The Address Hotels + Resorts, and The Address, The Terrace - Bali fits perfectly with our key operational ethos. It has an unparalleled location advantage in close proximity to the ocean, offering panoramic views for guests. We will further add value to the guest experience through superior service standards across all The Address Hotels + Resorts."

Mr. Haryono Eddyarto said: "We are privileged to work with The Address Hotels + Resorts on the first signature hotel in Asia. The unique approach of The Address to service and quality will bring a new dimension to the Balinese experience for visitors from around the globe, to this one of-a-kind hotel."

Set on two hectares, The Address, The Terrace - Bali has been master-planned intelligently to be built into a hill landscape thus offering a different ambience for guests. Of the 199 rooms, 144 rooms will be spaciouly designed at 66 sq metres. One of the highlights is the spectacular sky lounge and a series of themed restaurants that will appeal to all travellers.



Celebrating the spirit of The Address Hotels + Resorts - 'Where Life Happens' - the property is in easy access to the wide ranging amenities that are part of the Pecatu Indah Resort spread over 400 hectares. The facilities in the integrated resort include a championship golf course, retail outlets, a state-of-the-art theme park, international hospital, cultural village, museum and a school.

Construction contracts for the hotel are being awarded now and work will commence shortly. The Address Hotels + Resorts will play an integral role in the design aspects of the hotel, in addition to assisting in selecting the interior design team.

With plans to expand to key emerging markets across the Middle East and North Africa, South Asia, the Indian Subcontinent and Europe, The Address Hotels + Resorts has already clinched several global laurels for the excellent standards in hospitality.

The hotels in The Address Hotels + Resorts roster have won top laurels at the World Hotel Awards, CNBC Arabian Property Awards and Business Traveller Awards in addition to featuring in Conde Nast Traveller's Hot List.

-ends-

Note to Editors

About The Address Hotels + Resorts:

The Address Hotels + Resorts, a five star premium hotel brand, sets an all-new definition for global standards in luxury hospitality. Creating a distinct positioning with the brand philosophy of 'Where Life Happens', The Address properties are situated in the most vibrant locations and target corporate, leisure and group travellers – particularly the international jetsetters and global high achievers who value personalised luxury. This modern brand focuses on a 'one size fits one' strategy where benefits to guests and service excellence are a priority. The expansion of The Address Hotels + Resorts include key destinations in the Middle East and North Africa region, the Indian Subcontinent, Asia, Europe and America over the next ten years. For more information visit www.theaddress.com.

About PT Teras Nirwana Bali

PT Teras Nirwana Bali was established to capture Bali's natural beauty in a sustainable manner. With the Balinese philosophy of Tri Hita Karana which emphasizes the harmony between man and nature as the guiding principle, PT. Teras Nirwana Bali ensures The Address - The Terrace Bali is a unique combination of the best that Bali can offer. PT. Teras Nirwana Bali is the owning company of The Address - The Terrace Bali.

For further information, please contact:

Kelly Home / Anushka Kadam

ASDA'A Burson-Marsteller

Tel: (+971 4) 334 4550

E-mail: k.home@asdaa.com, a.kadam@asdaa.com