

ALILA HOTELS & RESORTS
Surprisingly different...

NEWS RELEASE



31 October 2007, SINGAPORE

**Alila signs two Management Agreements in Thailand
Alila Hansar Bangkok and Alila Hansar Koh Samui**

31 October 2007 -- Singapore -- Luxury boutique resort management company Alila Hotels and Resorts has signed two new Management Agreements in Thailand to become the operator of the new Alila Hansar Bangkok, a residential and hotel development, and Alila Hansar Koh Samui, a resort to be built on the edge of Bophut Beach. The deal is another major move for the management company that is on a steady growth track in the Asia market. Alila is currently preparing to debut in Thailand with the opening of its luxury beachside resort, Alila Cha-Am, early next year. Also on the horizon are its new Alila Villas developments in the Maldives, Bali, China, Vietnam and the Middle East.

Developer and owner Somhansar Company Limited, a Thai-based developer of luxury residential and hospitality properties, appointed Alila Hotels and Resorts citing its groundbreaking resort concepts and contemporary management style.

Combining a world-class boutique hotel and serviced residences, Alila Hansar Bangkok is destined to be one of the leading lifestyle developments in the city in terms of location, design and 'new age' living concepts. Situated on Rajadamri Road in an upmarket area right in the heart of Bangkok, it will soar 43 storeys high, towering above the city and neighbouring buildings, and offering spectacular views towards Lumpini Park in the East and the Turf Club in the West.

Behind Alila Hansar Bangkok's distinctive avant garde design is award-winning Singapore and Bangkok based architect firm WOHA, known for its innovative works across the Asia Pacific region. The building will feature a specially developed metal mesh screen that provides shade and privacy

while maintaining views. The expanded mesh, which forms the building's outer skin, is coated in a metallic bronze colour creating a stunning contrast to the otherwise grey skyline.

Guests will enjoy an environment dedicated to stylish living, working and playing, with luxurious living spaces, sky gardens and pavilions, themed dining and entertainment, wellness club and spa, and a high-tech Business Loft. Setting new benchmarks for facilities and service standard, Alila Hansar Bangkok is set to become one of the premier meeting places for business and one of the coolest chill-out destinations in the city.

Expected completion of the development is 2009. The buying has begun though with several residential units already sold.

Making its own equally impressive mark will be Alila Hansar Koh Samui, a 77-room luxury hotel located at the edge of the magnificent Bophut Beach on the popular resort island of Koh Samui. Fusing modern design with traditional Thai touches, it will add a contemporary edge to the beachside resort experience. Guest rooms will feature the best in comfort and technology and expand onto terraces to maximise the indoor-outdoor experience.

The beachside location with panoramic ocean views is exceptional, heightened by landscaped pool gardens, a 130-metre long private white sand beach, and an ultra-cool beachside restaurant and bar concept – all combining to make Alila Hansar Koh Samui one of the most exciting new hotel destinations on the island.

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www.alilahotels.com
www.hansar.co.th

About Alila Hotels and Resorts

Alila Hotels and Resorts offer a stylish, relaxing environment with a new level of guest experience which is continuously redefined by the latest developments in design and living. Alila hotels and resorts fashions uniquely different lifestyle concepts in creating luxurious destination experiences for its guests. The management company has gained much repute as a niche player of exclusive resorts that differentiate themselves by adding that special lifestyle component. The Alila Experiences are centred on building unique emotional “moments of truth” between the guest, the hotel and destination. More information can be found at www.alilahotels.com about its current hotels and resorts in Bali and Jakarta.

Currently, Alila is embarking on its next generation of high end luxury resorts in the Maldives, South Bali, China, Thailand, Vietnam and Oman.