

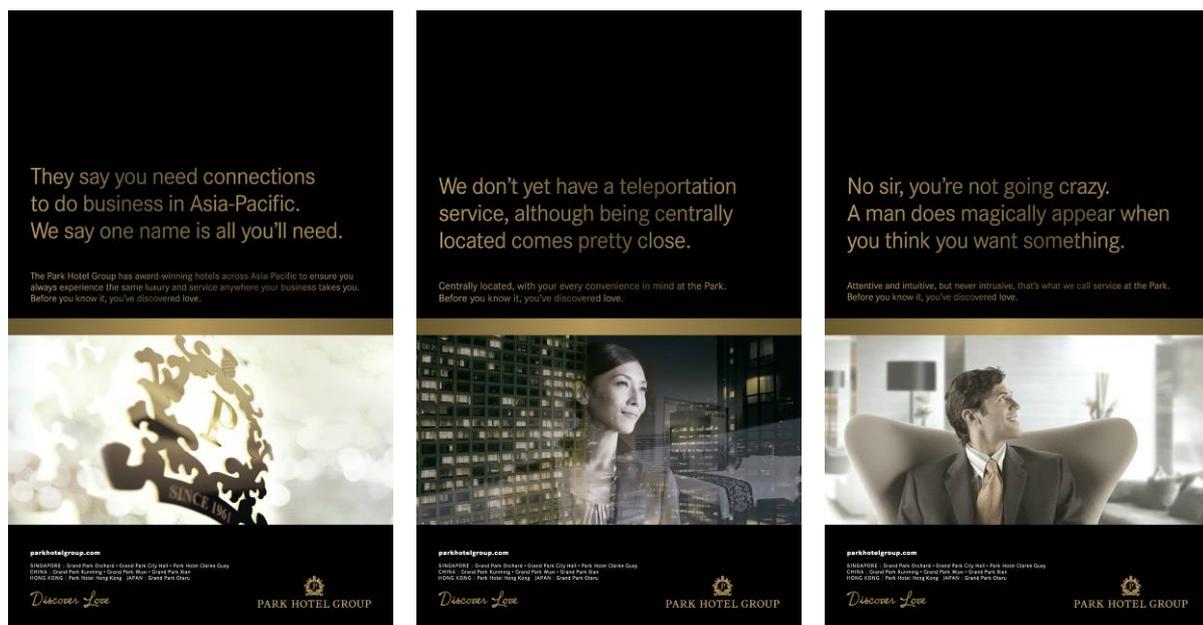
**PARK HOTEL GROUP REINFORCES BRAND PHILOSOPHY
WITH NEW AD CAMPAIGN FOR 2012**

Singapore, March 2012 – Park Hotel Group, one of Asia Pacific’s most progressive hospitality groups, has launched a new series of brand advertisements for 2012. This follows a successful advertisement campaign which focused on its 50th Anniversary celebration in 2011.

The refreshed brand advertisements emphasise on Park Hotel Group’s unwavering guest-centric focus. Told in a witty and confident voice, the messages of the advertisements exemplify moments of discovery of the Group’s portfolio of eight award-winning hotels. They also embody the strategic and central locations of the hotels, as well as the Group’s signature attentive service.

Consistent with Park Hotel Group’s promise to guests where every encounter is a discovery of love, the advertisement series has cleverly weaved in the brand slogan “Discover Love” in the copy. This also underscores the Group’s commitment to bring joy and love to all guests, through service delivered from the heart.

The Group has boldly used its corporate colours – the distinctive Grand Gold bar set against a Regal Black background – in the advertisements. Gold represents prestige, heritage and best in class, while the timeless black is contemporary and dynamic, all of which are distinguishing attributes of Park Hotel Group.



Ms Wong Yin Yin, Director of Marketing Communications, Park Hotel Group, commented, “An illustration of our quality service offerings, the new advertisement campaign reinforces our brand philosophy of providing loving hospitality to our guests. The series of advertisements effectively depict Park Hotel Group’s dedication to delivering the personal touch that makes one feel completely at home. We believe such passionate engagement is what keeps bringing our guests back.”

- End -

About Park Hotel Group

Park Hotel Group is one of Asia Pacific's most progressive hospitality groups. The Group manages, owns and develops Park branded hotels around the Asia Pacific.

Established in Hong Kong since 1961, the Group moved its headquarters to Singapore in 2005 and has since embarked on a path of unprecedented growth, acquiring seven other properties within four years.

In 2011, Park Hotel Group celebrated its 50th Anniversary as it continues to focus on its footprint expansion through acquisitions and partnerships, as it seeks to establish itself as one of Asia Pacific's top hospitality brands.

The Group's regional portfolio consists of eight properties across three countries and six cities, with access to over 2,500 rooms.

Park Hotel Group's portfolio of properties include

Singapore

- Grand Park Orchard
- Grand Park City Hall
- Park Hotel Clarke Quay

China

- Grand Park Kunming
- Grand Park Wuxi
- Grand Park Xian

Hong Kong

- Park Hotel Hong Kong

Japan

- Grand Park Otaru

Park branded hotels include the luxury Grand Park and upscale Park Hotel.

Grand Park is a luxury hotel brand located in major urban centres and gateway cities. The brand offers premium accommodation designed for the discerning business and leisure travellers. Comprehensive business and meeting facilities, gourmet dining options and spa make Grand Park an ideal place for work and play. Grand Park hotels can be found in Singapore, China and Japan.

Park Hotel is an upscale hotel brand located in prime city-centre locations and offer convenience, personalised services and high standards of amenities to the business or leisure traveller. Park Hotels can be found in Singapore and Hong Kong.

For more information on Park Hotel Group, please log on to parkhotelgroup.com



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