PRESS RELEASE

For Immediate Release
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Archipelago Hotels and Resorts announces new luxury brand
Datai Hotels & Resorts

Archipelago Hotels and Resorts, a niche player in hotel management, announces the launch of their new Luxury Brand, **Datai Hotels & Resorts**.

An Asian brand that is set to expand within Malaysia and Internationally, **Datai Hotels & Resorts** are distinguished by unique destinations, serene settings and located in key getaway cities and resorts, offering authentic and enriching guest experiences.

The Datai Langkawi, the flagship of the new Luxury Brand is one of the world's most sought-after and award winning hideaway resorts, surrounded by centuries-old virgin rainforests on the Malaysian tropical island of Langkawi, setting a standard of luxury and Asian-inspired design. An ideal foundation to expand internationally with an iconic name as a premier Luxury Resort and City Hotel brand.

Franz A. Zeller, Managing Director of **Archipelago Hotels and Resorts** commented, "*It is with great pleasure that our company launches our new Luxury Brand,* **Datai Hotels & Resorts**. *With the highly acclaimed international resort* **The Datai Langkawi** *as the cornerstone, we look forward to thoughtfully growing our Brand through the management of appropriate and exciting luxury iconic hotels and resorts in unique destinations around the world. We aim to surprise our guests by creating everlasting memories through the fine art of hospitality.*"

"*In addition I am pleased to announce the opening of* **The Datai Desaru – Malaysia** *in September 2014, with a number of other exciting projects in the pipeline*", Zeller said.

"*I am also delighted that Khazanah Nasional, the investment holding arm of the Government of Malaysia has invested in* **Archipelago Hotels and Resorts** *via their subsidiary Destination Resorts and Hotels, which will further assist with the growth and development of the company*", added Zeller.

To contact **Datai Hotels & Resorts** visit www.dataihotels.com or telephone (+60 3) 7622 6600

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About Datai Hotels & Resorts

Datai Hotels & Resorts create memories and delivers the fine art of hospitality for guests who appreciate experiences that are out of the ordinary and unique. Embracing the true spirit of Asian culture and traditions, **Datai Hotels & Resorts** consistently combine passion and integrity, subtlety and luxury, creating an authentic guest experience that fosters fond and everlasting memories. The luxury portfolio's flagship is The Datai Langkawi (a member of Leading Hotels of the World) with The Datai Desaru – Malaysia opening September 2014. www.dataihotels.com

About Archipelago Hotels and Resorts

Archipelago Hotels and Resorts is a niche hotel management company, operating high-end luxury and deluxe city hotels, resorts and residences in unique destinations and key getaway cities. With a track record of hospitality excellence to build on, **Archipelago Hotels and Resorts** is an Asian brand with international expertise and expanding within Malaysia and Internationally under the **Datai Hotels & Resorts** Luxury Brand, with a soon to be launched Deluxe Brand. The company's portfolio includes The Datai Langkawi (a member of Leading Hotels of the World), The Club Saujana Resort (a member of Leading Hotels of the World), The Carcosa Seri Negara, Kuala Lumpur and The Saujana Hotel Kuala Lumpur, with several future developments in the pipeline. www.corporate.dataihotels.com