



MEDIA INFORMATION

December 10, 2009

For Immediate Release

MEDIA CONTACT:

Nicholas Gomez
Mobile: 012 320 7319
Email: nickgomez@naza.com.my

Tony Gayandato
Tel: 012 311 8695
Email: tony@naza.com.my

NAZA TALYYA HOTEL'S RM18m NEW LOOK

Naza Expanding Hotel Business

Kuala Lumpur, December 10, 2009 – Naza Hotel Management, a unit of the Naza Group, recently undertook an RM18 million refurbishing exercise for its hotel chain, which will now carry the brand name, Naza Talyya Hotels. The exercise was part of the group's growth strategy for the division, in line with its objective to deliver quality service, value and comfort.

"We renamed the hotels based on the idea of re-growth to bring about change to our hotel chain which first began operations in Penang in August 2002. *'Talyya'* is an Arabic word, and loosely translated, it means "bloom" or "blooming". With the rebranding, we aim to offer an added freshness to our hotels. We want to offer our guests a 'home away from home' and a chance to enjoy the comforts of home while traveling," said Ms Nur Nadia SM Nasimuddin, Director of Naza Hotel Management (NHM) & F&B Group.

The three recently renovated hotels are strategically located in Johor Bahru, Malacca and Penang and hope to thrive on this concept of 'Comfort within Reach'. It is through this concept that we hope to extend to our guests the comforts of stay, service and affordability.

The Naza Talyya Hotel Johor Bahru is located in the heart of town, five minutes from the Stulang Laut Duty Free Zone, a shopping paradise. With 140 rooms and suites, the hotel is suited to both holiday-goers and business travelers alike.

Further embracing the presence of cultures is the Naza Talyya Hotel Malacca, which provides a retreat within the historical city. The hotel promises a culturally enriching experience for guests during their stay at the hotel. Recently renovated, the hotel has blended elegance with a contemporary feel in all its 112 rooms. Staying true to its culture, Naza Talyya Hotel Malacca aspires to demonstrate true Malaccan hospitality to its guests.

Similarly, its northern equivalent in Penang presents an experience of sun, sand and sea, complete with a full view of the Indian Ocean. Close in proximity to shopping, food and beverage hotspots, the 126-room Naza Talyya Hotel Penang is straddled between the city centre and Batu Feringghi's stretch of beaches.

"We offer our guests comfortable and lush rooms at an affordable price range. At our hotels, we go the extra mile to show that we care. Our customers and their well-being are important to us. 'Comfort within reach' is the core value of our hotels as we aim to cater to all lifestyles and guests. We anticipate a growth period across our three hotels especially with an influx of international visitors," Nur Nadia explained.

In spite of the economic downturn, Naza hotels still enjoy a steady occupancy rate of between 60 to 70 percent throughout the year. A vast majority of its guests were regional travelers, but Naza Talyya Hotels hopes to fulfill its ambition to become a global brand by widening its customer base to the international market. The hotel group will also continue to target the local travel market comprising tour groups, honeymooners as well as public and school holiday-goers.

Having put into effect its five year expansion plan, the new brand name reflects the Naza Group's ambitions to grow and increase its hotel portfolio – aiming to become a key player in the hotel and service industry within Malaysia.

Naza Talyya Hotels currently owns and manages its local hotels, which contributes an estimated annual revenue of RM 15 million to the group.

For more information on Naza Talyya Hotels, please visit <http://www.nazahotels.com/>

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Issued by: Naza Group of Companies

Through: Kim Chew Communications Sdn. Bhd.

Jacqueline Arnold / Tan Mui Pin

Tel: 03 7726 3430 / 012 200 2103