



THE PULI
HOTEL AND SPA

[For Immediate Release]

THE PULI HOTEL AND SPA TO BRING GROUNDBREAKING “URBAN RESORT” CONCEPT TO SHANGHAI

Luxury and Sensorial Indulgences in the heart of China’s fast-paced metropolis

Shanghai, 23 February 2009 – The PuLi Hotel and Spa (The PuLi) will signal the arrival of Shanghai’s first luxury “urban resort” when it opens in August 2009 and will be managed by Urban Resort Concepts (URC), a Hong-Kong based hotel management company.

With handcrafted luxury at the core of its service philosophy, The PuLi guest experience marks a departure from the expected generic style of luxury usually associated with conventional collections of foremost hotels. The result is a distinctively unique, new spatial and guest experience, to heighten discovery and bring delight to the senses.

The PuLi is centrally located between famous NanJing West Road and YanAn Road, at the very heart of Shanghai’s business, shopping, sightseeing and entertainment district. It has a prime location in Jing’an district and is directly linked to subway lines 2 and 7. The views take in the greenery of Jing’an Park and the hotel is conveniently connected by a skybridge to the new multi-use development ‘Park Place’, which offers premium office spaces and a luxury retail and dining complex.

The PuLi, with 26 floors, 209 rooms and 20 suites will offer 24-hour in-room dining as well as 24-hour concierge, laundry and valet services. Room sizes will range from 45 sqm to 130 sqm.

In addition to the standard facilities available in 5-star hotels, all rooms will be equipped with flat screen LCD television sets, Bose wave music systems and MP3 docking ports, GSM portable phones with dual SIM card slots and city-wide coverage, DVD players, espresso machines, personal safes, complimentary wired and wireless broadband internet access, finest 300 thread count linen of imported cotton yarn with sateen finish and ultra-shield foam mattress contouring each bed for individual comfort and a good night’s rest. Every room

1 ChangDe Road, Jing’an District, Shanghai 200040 China T +86 21 3203 9999 F +86 21 3251 8989 www.thepuli.com
璞麗酒店 中国上海市静安区常德路 1 号 邮政编号 200040

A hotel managed by Urban Resort Concepts
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features separate rainforest shower and toilet cubicles. The bathtubs boast stunning views of Jing'an Park and the skyline of Shanghai and those in the suites are equipped with 15 inch LCD television sets.

Club floors from levels 20 to 26 comprise of 61 rooms and suites, all of which will have personalised Butler service. Guests on club floors will also have access to the hotel's exclusive lounge, The Club, which will offer an exclusive space for breakfast, complimentary refreshments throughout the day, a private meeting room for use and an outdoor patio with spectacular views of the city.

Jing'An, the hotel's signature 120-seat Restaurant located on level 2, also boasts impressive views across the park. The partially modular menu will enable guests to continuously explore new tastes and textures by combining selections of the available dishes that use different preparation and cooking methods, to provide, essentially, their own tailor-made meal. Lunch and dinner will comprise of a Western menu, complemented by a selection of Asian favorites. With a strong emphasis on breakfast, the hotel will offer guests 3 breakfast dining options, a nutritious buffet spread in Jing'An, in-room breakfast and breakfast on-the-go both presented in a unique and distinct fashion.

A 32-metre Long Bar will offer one of Shanghai's "longest" wine and champagne selections by the glass. The bar and lounge will create a chameleon-like atmosphere as the space transforms in character and mood through the day.

A superbly equipped state of the art gymnasium, sauna, steam room, experiential showers, jacuzzi pool, 25-metre lap infinity pool as well as the first Anantara spa in Shanghai operated by the award-winning spa group, is available to all guests on level 3. True to the hotel's desire to maintain a sense of place in its product, the spa's treatment range will reflect a sense of culture and character to the destination. Five treatment suites are available for individuals or couples.

Commenting on the new property, Mr. John G. Laing, Managing Director of URC says: "The PuLi will be truly unique. As Shanghai's first urban resort, and on the back of its strong conceptual principals, the guest experience at the hotel promises to reach out to the great, and growing, number of guests that want a different, authentic but quintessentially contemporary and luxurious experience during their stay in Shanghai."



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About Urban Resort Concepts (URC)

Urban Resort Concepts (URC), is a Hong-Kong based hotel Management Company recently founded by seasoned hoteliers with extensive knowledge and experience in managing some of the world's most renowned luxury hotels. Decidedly committed to fostering and showcasing the specific qualities of a destination in service delivery and physical product, properties managed by URC are slated to be conceptually at the forefront of affording guests intimate access to each hotel's respective destination and culture. The PuLi is the group's inaugural property.

About Park Place

Developed by Shanghai Cross Ocean Property Development, The PuLi is an integral component of the multi-use Park Place development which promises to become the new business, retail and lifestyle landmark of NanJing West Road. A Grade-A office tower, as well as a luxury retail and dining complex, complement the hotel, which enjoys unrivalled transport connections, with easy access to Shanghai main traffic arteries.

For more information about The PuLi Hotel and Spa, please contact us:

Proximity Live 天尚公关

Ms. Leona Zhang

Media Relations Manager

Tel: +86 21 2401 8196

Cell phone: +86 136-6197-2918

Email: leona.zhang@proximitylive.cn

The PuLi Hotel and Spa 璞麗酒店

Ms. Jaime Kuek

Public Relations Director

Tel: +86 21 2216 6973

Cell phone: +86 137-6155-6194

Email: jaime.kuek@thepuli.com