



PRESS RELEASE

For immediate release

Be Truly Pampered By Naumi, Your Personal Luxury Hotel

Enter the plush Naumi, where pampered luxury and a complete hospitality experience await you. Located within the Central Business District, next to shopping malls and across Raffles Hotel, just step beyond Naumi's urban oasis façade to discover a 40-room haven of plush designer comfort in spacious suites and personalised service that is second to none.

"Service needs to start getting *Personal* again. To be a leader in the hospitality industry, service has to be highly personalised and dedicated to suit each individual's requirements. At Naumi, our boutique-sized establishment allows our Naumi Aides to commit each guest's wants and desires to memory and respond proactively to requests in an effective and personalised manner," said Mr Surya Jhunjhnuwala, Managing Director of the Hind Group.

Naumi says...let me take care of you

The complete hospitality experience begins as you touch down in Singapore. Be met by your very own Naumi Aide at Changi International Airport with an exclusive limousine service sending you directly to the Naumi. This can be arranged upon request. When you arrive, whisk through the lobby to relax in your appointed suite for a private, express check-in.

Enjoy a cup of gourmet coffee from your own *Nespresso* machine, unwind with a range of organic & premium TWG *Teas* or hydrate yourself with Naumi's specially bottled distilled water, the preferred drink of celebrities and beauty experts – all within your personal kitchenette, fully equipped with modern trappings to allow you to whip up a light meal, should you ever feel like it.

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Naumi says... ladies only

Naumi has paid attention to the special needs of the female traveller, dedicating an entire floor to female guests. Access to this floor is restricted to women only, providing them seclusion and privacy. Suites on this floor have calming and delicate aromatherapy, are decorated with a subtle difference to include designer wallpaper, plush carpets and soft lighting for picture perfection. Within each room, women will be pampered with complimentary use of a hair straightener, yoga mat, a 6-piece toiletry set by Molten Brown, pantyhose and sanitary products. To top this, female only Naumi Aides have been appointed to access and assist women guests here.

Naumi says... your business is my business

For guests who need to work out of their hotel suites, Naumi will not disappoint either. As the first hotel in Singapore to have a complete Cisco Unified Communications System (CUCS) offering a secure communications network, guests at Naumi can have peace of mind when sending and receiving confidential information. The CUCS is also equipped with portable Internet Protocol (IP) enabled phones. Coupled with Wi-Fi connectivity throughout the hotel, guests will enjoy instant access to information such as weather, news, stock quotes and flight schedules at any point within the hotel.

Naumi says ... have fun

Start the day with a work-out in our fully-equipped gym featuring cutting edge fitness solutions by Technogym®, the exclusive supplier of fitness equipment for the 2008 Olympics or salute the sun in our Yoga Room.

Make a bee-line to the Naumi Bar & Lounge where a nutritious yet sumptuous breakfast awaits. At sunset, this is the place to be – as the hip and beautiful converge to unwind to an excellent selection of Single Malts, exquisite champagnes and wines, and, an exciting range of cocktails and sakes – amidst the latest sounds and vibes, with designer comforts.

-End-

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Naumi is proud to be associated with Small Luxury Hotels, a distinguished Global Distribution System partner.

Media Contact:

Stephanie Heng
Marketing Executive

Corporate Office: 333 North Bridge Road, #03-00 Singapore 188721

Tel: (65)6333 0050 Extension 224

E-mail: stephanie@naumihotel.com

Website: www.naumihotel.com

Notes to editors:

About Naumi Hotel

Naumi Hotel is an urban oasis in the heart of the city that boasts personal luxury. Established in September 2007, the luxury boutique hotel is located in the center of Singapore's business district. It has 40 oversized rooms and suites solely designed with the business traveler in mind and with the finest touches. Priding itself on highly personalized service, the Naumi Aide, a service ambassador equivalent ensures guests are well pampered and every need attended to. With 6 categories of rooms and a dedicated ladies floor, Naumi Hotel is a choice hotel for a smorgasbord of people namely, the jet-setter, uber chic types, corporate bigwigs, small families and even women travelers.

About The Hind Group

The Hind Group has property developments in Hong Kong and Singapore. They own and manage three luxury service apartments, a hotel and a serviced office building in Hong Kong. In 2002, they launched Residences at 338a, a 46-apartment residential property at River Valley Road, in Singapore.

The Hind Group also owns the award-winning Rang Mahal restaurant at the Pan Pacific Singapore Hotel, Pavillion at Resorts World Sentosa and Vansh restaurant at the Singapore Indoor Stadium.

Website: www.hindgroup.com

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Some of Our Awards & Accolades

- The Best Boutique Hotel 2008 - 2011 by Singapore Tatler
- Conde Nast Hot List 2008 : One of The Best Places To Stay In The World
- The Best Boutique Hotel 2010 by Time Out Singapore
- The Best Independent Hotel in Singapore 2009- Voted by Monocle Magazine 2009
- The Best Small Hotel- Singapore by CNBC Asia Pacific Property Awards 2009
- The President's Design of The Year Award 2008/2009
- Singapore Institute of Architects- National Parks Skyrise Greenery Awards 2008