



PRESS RELEASE

Naumi Goes Smart with New Mobile Site

Singapore- 21 February 2012- Naumi is proud to announce the launch of a new customer focused solution- guests can now conveniently access hotel information and confirm room reservations from any Web-enabled mobile device at www.naumihotel.com.

Created with simplicity and functionality in mind, a mobile-friendly version of the site optimized for smart phones was developed, providing a rich user experience with speed, convenience and functions of the full Web site for mobile users.

Within minutes, users may access information and view images of rooms and facilities, special offers, and book a room on a mobile-friendly reservations page. The personal touch is not lost, however, as Naumi staff are just a "push-to-call" or "push-to-email" away.

According to a post in May 2011, Google Mobile Ads Blog reported that "19% of hotel queries come from mobile devices" and that user queries mainly involved researching, booking and sharing their travel plans and experience.

"Today's travelers have an increasing need to be connected to the internet on the road and we are confident that our mobile website will provide invaluable convenience for them," said Peter Wong, Hotel Manager.

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

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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.

Website: www.naumihotel.com

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.

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Website: www.hindgroup.com

Some of Our Awards & Accolades

- Top 3 Best Boutique Hotels in Asia Pacific by Business Traveller Asia Pacific Awards 2011
- The Best Boutique Hotel 2008 - 2011 by Singapore Tatler
- 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
- Conde Nast Hot List 2008 : One of The Best Places To Stay In The World
- Singapore Institute of Architects- National Parks Skyrise Greenery Awards 2008