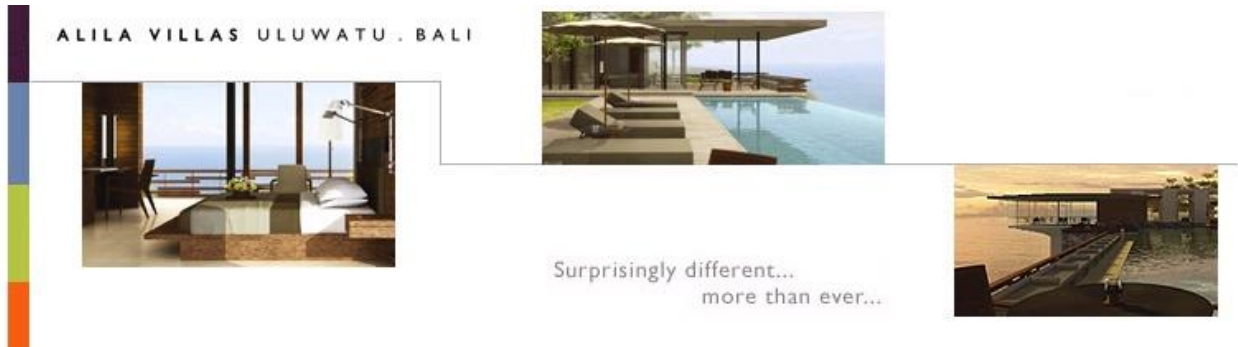


ALILA HOTELS & RESORTS
Surprisingly different...



ALILA and WOHA achieve milestones in architectural and environmental design for Alila Villas Uluwatu, Bali

20 April 2007, Singapore : Thanks to its innovative design, Alila Villas Uluwatu is already making its mark on the international property development market ahead of its expected opening in 2008.

Award-winning, Singapore-based architect, WOHA Designs, recently won a commendation for its design of Alila Villas Uluwatu in the prestigious MIPIM Architectural Review Future Project Awards 2007 held in Cannes, under the Retail and Leisure category. This award gives recognition to unbuilt projects that respond with outstanding creativity to both the urban context of a project and the needs and aspirations of its target customers.

Renowned for reinterpreting traditional architecture, WOHA is undoubtedly one of the leading lights of architectural design in the Asia Pacific region. This commendation adds to its reputation for creating distinctive design that naturally evolves from the unique characteristics of each project. It is also a testament to the vision of Alila Hotels and Resorts in taking its 'surprisingly different' experience to a new level with the Alila Villas concept – its next generation of top tier luxury lifestyle developments.

Authentic design and experience



Selectively designed and carefully constructed to grace some of the most spectacular landscapes in new frontiers, the villa resorts are designed in harmony with their surroundings.

As President and CEO of Alila, Mark Edleson explains, *"Our approach to building design recognises that man-made space must be in harmony with natural space. We believe that design must blend and flow with the natural environment and add value to the human experience."*

Of the design approach for Alila Villas Uluwatu, Richard Hassell, architect and partner of WOHA, says, *"The objective was to create a resort that was very much about the place, the site itself, rather than regurgitating stereotypes created by marketing about Bali."* As such, the architecture is a response to the wild, dry savannah landscape unique to the Bukit Peninsula location. Living spaces are designed as a collection of interconnected pavilions. Roofs are treated as rocky terraces, blending seamlessly with the landscape's natural contours. The contemporary architecture inspired by traditional Balinese design embraces and expands the experience of its dramatic clifftop setting.

Eco-friendly from the ground up

WOHA's inspired design, however, is not the only thing that sets Alila Villas Uluwatu apart. It is also WOHA's first Environmentally Sustainable Design (ESD) project designed to achieve Green Globe certification, the highest level of ESD certification. The entire resort will be fully designed, constructed and managed in accordance with Green Globe standards, the worldwide benchmark for sustainable travel and tourism.

In line with Alila's environmental vision that links conservation, community and commerce in one integrated cycle, environmental sustainability has been built into the resort's design at every level. This includes sensitive site planning and the incorporation of many ESD measures such as the use of locally sourced building materials, which helps support local communities and their traditional skills, water conservation with soaks and rain gardens, recycling with grey water systems, salt water pools, and heat pumps for water heating. The resort is also landscaped with local plants from the Bali Savannah ecosystem native to this particular area of the island. These plants will be raised in a nursery on site to encourage local bird and animal life.

Alila's ecological commitment has also been extended to its two existing resorts in Bali, Alila Ubud and Alila Manggis, both of which are well on the way to becoming Green Globe certified.

A unique lifestyle and investment

Set dramatically on limestone cliffs along the southern coastline of Bali with clear views overlooking the Indian Ocean, Alila Villas Uluwatu lies very close to Bali's famous Uluwatu Temple and is just 30 minutes from Ngurah Rai International Airport. This residential villa and hotel development will also include five-star resort facilities, offering an unparalleled lifestyle experience, and an exceptional investment opportunity with individual villas available for sale.

The long-term investment value of villa ownership is supported by the fact that Alila Villas Uluwatu is offered with a "Hak Guna Bangunan" or "Right to Build" land title, probably the best available title for foreign ownership. In addition, the turnkey

contractor for the project is Indonesia's reputable and very experienced PT Hutama Karya, whose extensive portfolio includes Begawan Giri, Amanjiwo and Alila Manggis.

Consultants

The project architect is WOHA Designs Pte Ltd of Singapore (www.wohadesigns.com). This award-winning firm has built a global reputation for innovative design for projects in tropical environments. The company's design philosophy is that each project is unique, and that design should evolve through the particular characteristics of each project and its site. Since 1989, directors Wong Mun Summ and Richard Hassell have worked on hotel and villa developments for Amanresorts, GHM, Rafael and Beaufort Hotels whilst associates at Kerry Hill Architects, and on projects in Malaysia, Thailand, Indonesia, Turkey, Hawaii and Australia.

Cicada Landscape Architects of Singapore (www.cicada.com.sg) will provide landscape architecture services. The firm is known for its ability to integrate water features with architecture and site features.

WorleyParsons Singapore (www.worleyparsons.com) will provide structural engineering and geological services. This major company's wide experience in specialised engineering services, including environmental management, will help ensure that the project and its infrastructure components will be completed to the highest standards.

Sustainable Built Environments (SBE) (www.sbe.com.au) will serve as environmental sustainability advisors from the design phase through implementation and operations. They will also be responsible for assuring that the project receives Green Globe accreditation.

For more details on Alila Villas Uluwatu, please visit www.alilavillas.com/uluwatu/
Also in the pipeline are Alila Villas in the Maldives, Oman, Vietnam and China. In Thailand, we herald the opening of Alila Cha-Am and Alila Phuket in October 2007.
www.alilahotels.com

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Surprisingly different...

Alila manages unique city hotels and resorts in the Asia Pacific region. The hallmark of Alila is stylish, relaxing environments and superb hospitality that creates a unique guest experience, continuously redefined to reflect the very best of a contemporary lifestyle.

Discover more of life at Alila

The name Alila comes from Sanskrit meaning 'surprise' which suitably describes the refreshing character of our properties and the reaction of our guests upon arrival and throughout their stay with us.

To stay at any of Alila's hotels or resorts is to embark on a memorable journey into the local culture for a total destination experience. Whatever your personal interests are, a myriad of new experiences await your discovery. Whether learning to recreate the flavours of the local cuisine, enhancing your well-

being through ancient healing arts, or tasting the thrill of adventure sports, you'll find life at Alila an inspiration. Alila hotels and resorts are members of Design Hotels, properties selected for creative style and outstanding design. www.alilahotels.com



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