



AMARA HOLDINGS LIMITED

NEWS RELEASE

AMARA GROUP MAKES MAIDEN ENTRY INTO THAILAND

- *To Develop First Hotel In Central Bangkok*

Singapore July 20, 2010 – Amara Holdings Limited's hospitality arm, Amara Hotels & Resorts continues its regional expansion with the upcoming development of a new 272-room hotel in central Bangkok, Thailand.

This marks the Group's first entry into the "Land of Smiles".

In conjunction with this hotel development, an agreement was signed today with Thailand Crown Property Bureau, a quasi-government agency, through the Group's wholly-owned subsidiary, Amara Hospitality (Thailand) Co., Ltd.

Amara Bangkok will be located in the choice Surawong Road, which is parallel to Silom and Sathorn Roads. Together, they form one of the most exciting areas in Bangkok, an area known for its rich and colourful local entertainment and shopping activities, as well as the financial district of Bangkok. The location was also chosen for its convenient access to and from Suvarnabhumi International Airport and its proximity to the other commercial and shopping centres of Bangkok.

"With all of the amazing activities and attractions and brisk commercial traffic in the area, we see a need for the quality accommodation that Amara provides," said Albert Teo, Chief Executive Officer for Amara Holdings Limited. "The central location of our new hotel in Bangkok and its proximity to the other parts of the city, coupled with easy access to the airport expressway will offer maximum convenience to tourists and business travellers alike."

Scheduled to open in 2012, Amara Bangkok is being designed as an exciting business/leisure hotel with an emphasis on the use of local materials to create an “oasis in the city”. The full service hotel will feature Amara’s signature cuisines in a chic restaurant, a tranquil sunset bar by the rooftop pool for guests to unwind, lobby bar and comprehensive facilities for the MICE (Meetings Incentives Conventions and Exhibitions) business. The hotel will have a state-of-the-art wellness level comprising gym and spa to pamper its guests and a unique hospitality lounge for its premium guests.

Amara Bangkok will also feature a contrast of timber, glass and steel materials for a contemporary feel. The hotel will offer all the comforts for an “individual experience” within a ‘homely’ environment and with all the details and amenities one would expect of a world class business hotel.

"Customers are more discerning and well-travelled and as such are looking for an emotional aesthetic experience with attentive service, individual style and a personal touch. We aim to capture the imagination of our guests and offer them all of these in a great location," concluded Mr Teo.

Amara Bangkok – Individual Experience in the Land of Smiles!

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About Amara Holdings Limited

Mainboard-listed Amara Holdings Limited (“Amara” or the “Group”), a homegrown integrated lifestyle group, is principally engaged in three business areas, namely, Hotel Investment and Management, Property Investment and Development, and Specialty Restaurants and Food Services.

Hotel Investment And Management

Amara made its debut entry into Hotel Investment and Management with the development of Amara Hotel (“Amara Singapore”) in Singapore in 1986. The Group also broadened its presence with the development of Amara Sanctuary Resort, Sentosa, a boutique resort consisting of 121 beautifully designed guest rooms, Courtyard and Verandah Suites as well as villas, which opened in the second quarter of 2007. This marked the Group’s debut entry into the resort hotels business.

Amara’s solid foundation and established brand name will provide the platform to spur the Group towards its vision of being a leading player in Asia’s hospitality industry.

Property Investment And Development

Amara’s property investment and development operations span across retail, commercial and residential sectors. For each development, Amara aims to deliver creativity and value to its customers. The integration of aesthetics and functionality seen in the Group’s property developments reflects its in-depth understanding of current market trends and needs. Its prized residential development, The Linear, conceptualised to provide a unique suburban living experience at Upper Bukit Timah, underscores the Group’s astute property investment and development capabilities.

Specialty Restaurants And Food Services

The Group’s entry into specialty restaurants and food services stands strong. This is attributable to its excellent products and personalised service. Amara has developed a portfolio of concept restaurants including Thanying and Silk Road Restaurant. Both Thanying and Silk Road Restaurant have won numerous awards and are choice restaurants in the local dining scene.

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