



AMARA HOLDINGS LIMITED

NEWS RELEASE

AMARA SANCTUARY RESORT SENTOSA NAMED “BEST RESORT” BY ASIAONE PEOPLE’S CHOICE AWARDS 2009

- **Outshines Four Seasons Resort at Jimbaran Bay, Bali and Centara Grand Beach Resort and Villas, Krabi, Thailand**

Singapore, March 31, 2010 – Mainboard-listed Amara Holdings Limited (“Amara” or the “Group”) (安国控股有限公司), a homegrown integrated lifestyle group, is pleased to announce that the Amara Sanctuary Resort Sentosa has been awarded “Best Resort” by the AsiaOne People’s Choice Awards 2009.

Mr Albert Teo (张福泉), Chief Executive Officer of Amara said: “We are delighted to receive this accolade from AsiaOne People’s Choice Awards. With nearly 100,000 votes cast in this Asia-wide poll conducted through an online portal system, this Award serves as a vote of confidence in our Amara brand name, with direct feedback from satisfied guests and consumers alike.”

“We are honoured that Amara has excelled amongst other renowned brand names also short-listed for the Award. These include five-star Four Seasons Resort at Jimbaran Bay, Bali and Centara Grand Beach Resort and Villas, Krabi, Thailand.”

“In the process of conceptualising Amara Sanctuary Resort Sentosa, we have sought to preserve the heritage and lush natural environment surrounding the site. While retaining the colonial charm of the Resort, we also saw a unique opportunity to transform the existing colonial architecture into a world-class resort by preserving the old-world charm and introducing sleek contemporary designs. The end result is a luxurious five-star resort, brimming with character, offering guests a tranquil respite away from the hustle and bustle of the city. In recognition of our efforts, Amara Sanctuary Resort Sentosa was conferred the prestigious 2007 URA Architectural Heritage Awards Category A. To me, the spirit of this Resort shows a true respect for the original nature and natural environment of the site, and the architectural heritage that comes with it.”

“We believe that the quality service standards, coupled with the beautiful natural settings in which Amara Sanctuary Resort Sentosa is situated in, will continue to create an exceptional experience for the guests of Amara.”

Amara Sanctuary Resort Sentosa is a boutique resort consisting of 121 beautifully designed guest rooms, Courtyard and Verandah Suites, as well as villas. The five-star luxury resort opened in the second quarter of 2007. Future plans for the Resort include the addition of 18 suites to increase the room capacity, in anticipation of the increased visitorship to the island with the newly opened Resorts World Sentosa. In addition, at Amara Sanctuary Resort Sentosa, guests and patrons are invited to savour a quality culinary experience by dining at the Group’s restaurants, including Thanying Restaurant, Silk Road of the Sea, Shutters and two authentic Japanese restaurants located onsite.

Concluded Mr Teo: “I would like to thank the respondents of the AsiaOne People Choice Awards 2009 poll for their continued confidence and support for Amara. I would also like to extend my appreciation to the management associates and service staff of Amara Sanctuary Resort Sentosa, for their dedication, teamwork and commitment to deliver the signature Amara Service Promise. I believe that if we continue to stay

attuned to the feedback of our guests and maintain our relevancy in this industry, we will forge the Amara brand name as one that inspires and excels.”

About the AsiaOne People’s Choice Awards

The AsiaOne People's Choice Awards is a public acknowledgment of the popularity and success of nominated brand names and their products, as voted by AsiaOne's audience. Those in the industry welcome the Awards as a new and exciting avenue to raise brand awareness and bring their product offerings to a wide yet targeted audience provided by AsiaOne, Singapore Press Holdings Limited's (SPH) leading Internet portal.

There were eight categories for the Awards in 2008, including Best Gadgets and Best Fitness Outlets. This year there are a total of 25 categories available for voting. New categories include Best Party and Best Party Venue. This year’s winners were determined from nearly 100,000 votes cast in an Asia-wide poll over a two-month period, beginning last November.

The AsiaOne People’s Choice Awards ceremony was held on 29 March 2010, at the Singapore Press Holdings’ News Centre in Toa Payoh North. The event, where tokens of recognition were presented to the winning firms, was well received by major industry players. Guests at the Awards presentation included members from the Association of Small and Medium Enterprises, American Express, Kah Motor, James Cook University, Crystal Jade, Nokia, to name a few.

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 in the region with the development of Amara Signature, Shanghai. A mixed development, Amara Signature, Shanghai, will comprise a 360-room hotel, a shopping centre and office building along Chang Shou Road, Puxi, Shanghai, when it is completed.

In September 2004, the Group made its debut entry into the resort hotels business – Amara Sanctuary Resort, Sentosa, which opened in the second quarter of 2007.

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 incomparable 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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