



RENDEZVOUS

HOTELS & RESORTS INTERNATIONAL

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Rendezvous Hotels & Resorts International Wins Singapore Promising Brand Award 2005

October 2005 – Rendezvous Hotels & Resorts International (“Rendezvous”) has been accorded a Singapore Promising Brand Award (SPBA) 2005 in a prestigious ceremony at Raffles City Convention Center. Rendezvous is the only hotel brand to receive this distinction among 36 winning organisations, which span a wide spectrum of trade sectors and industries.

The SPBA, an annual competition organised by the Association of Small and Medium Enterprises (ASME) recognises enterprises that have shown outstanding performance in the communication of their brands. Now in its fourth year, the competition emphasises the importance of brand awareness in today’s market place and serves to stimulate the growth of Singapore’s brands and enterprises both locally and regionally.

Rendezvous is one of eight first-time-entry winners from more than 150 nominations. Entries are judged on rigorous criteria, including brand strategy/identity, brand culture, integrated brand communications, brand equity and brand performance. In addition, Rendezvous Hotels’ key representatives attended a series of interviews where a panel of industry professionals evaluated and assessed the brand’s effectiveness in application in the market.

Mr Alan Featherby, CEO of Rendezvous, says that Rendezvous’ success is based on “A clear and consistent focus on our core values of honesty, integrity, respect, transparency, teamwork and no politics. These core values establish a model for each hotel under the Rendezvous brand which ensures consistent, high quality delivery.”

Mr. Featherby is confident about the future success of the brand and states that “Our key challenge is, and always will be, to nurture and develop our people. We are investing considerable resources into human resource programs to ensure the development of our ‘Rendezvous people’.”

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Rendezvous Hotels & Resorts International (“Rendezvous”), a subsidiary of the Singapore listed public company, The Straits Trading Company Limited, currently operates 7 hotels in the Asia-Pacific region with two further resort hotels opening this month in Broome, Western Australia and Hainan China. It is in negotiations on a number of other properties that fit well with the company’s expansion plans in China, Australia and the Asia Pacific region. The prototype of a typical Rendezvous hotel is 200 rooms plus, 4 star corporate hotels in gateway cities throughout the region and upscale resorts offering leisure and recreational facilities in key resort locations throughout the region.

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