

# HPL HOTELS & RESORTS

**For Immediate Release**

## **Penang Gets Ready to Rock with the Opening of Malaysia's 1<sup>st</sup> Hard Rock Hotel**

*22<sup>nd</sup> January 2008, Singapore* – Come 2009, the tropical island of Penang will be rocking and rolling with vibes when Malaysia's first Hard Rock Hotel throws opens its doors. The property, which is currently undergoing construction, will deliver a unique product which aims to infuse new excitement and energy into the popular holiday destination.

HPL Hotels & Resorts currently manages eight properties in Asia Pacific and the Indian Ocean. These include Concorde Hotel Kuala Lumpur, Concorde Hotel Shah Alam, Concorde Inn Kuala Lumpur International Airport, Hard Rock Hotel Bali, Hard Rock Hotel Pattaya, Casa del Mar – Langkawi, The Lakehouse – Cameron Highlands and Rihiveli Beach Resort – Maldives and Kandooma – Maldives, which is due to open in mid 2008. Hard Rock Hotel Penang is the third Hard Rock Hotel in Asia and also the third to be managed by HPL Hotels & Resorts, with the other two being Bali, Indonesia and Pattaya, Thailand.

Fronting the beautiful beaches of Batu Ferringhi, Hard Rock Hotel Penang will offer 252 musically-themed guestrooms, with most configured as deluxe rooms with sea, hill, and garden views; the lagoon view rooms come with direct pool access. There will also be nine studio suites and one Kings' suite.

Four food and beverage outlets are planned for the resort, which will include a Hard Rock Cafe, an all-day dining restaurant and a bar/lounge. Facilities include a full service luxury spa, a fully equipped gym, a specialized Lil' Rock Kids Club, and a Hard Rock merchandise store. Hard Rock Hotel Penang will also offer guests a main trademark of the Hard Rock Hotel experience, that is, an incredible oversized free-form pool totaling 2,400 square metres, complete with sand islands, water slides and poolside cabanas.

According to Ms Karen Chan, Marketing Communications Manager for HPL Hotels & Resorts, Hard Rock Hotel Penang will add a new entertainment dimension to the holiday destination. She said: "The Hard Rock culture is about being irreverent and living for the moment, so you can expect Hard Rock

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Hotel Penang to offer an experience that abounds with limitless energy, unparalleled creativity and quality service ... very different from the typical sun, sand and sea vacation.”

The resort will not only to appeal to both leisure and family travel, but also to corporate meetings. With a variety of indoor and outdoor function spaces housed in a marquee garden ballroom, pre-function garden area, and three meeting rooms, this rock 'n' roll sanctuary will no doubt be popular with many corporate planners.

Penang is served by many international airlines and is easily accessible from major cities in the world. Situated about 45 minutes away by road from the Penang International Airport, Hard Rock Hotel Penang is also just 30 minutes from Georgetown, the capital city of Penang. The island can also be reached by road via the Penang Bridge which links it to the mainland of Peninsular Malaysia.

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## **About HPL Hotels & Resorts**

Headquartered in Singapore, HPL Hotels & Resorts is a hospitality management company, operated and wholly owned by a Singapore main-board listed, Hotel Properties Limited (HPL). HPL Hotels & Resorts currently manages eight properties in Asia Pacific and the Indian Ocean, with another two new properties scheduled to open in the next two years. With more than 2,127 rooms, the brands include city hotels, beach resorts, boutique properties and hillside retreat, each with its own unique style and character, offering distinct experiences ranging from lifestyle and themed concepts to adventure and eco-tourism. For more information, visit [www.hplhotels.com](http://www.hplhotels.com).

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