
IMMEDIATE MEDIA RELEASE

Businesses to Set the Tone for Earth Hour

Amara Hotels & Resorts announces the participation of Amara Singapore and Amara Sanctuary Resort Sentosa in Earth Hour 2009

Singapore, 27th March 2009 – Amara Hotels & Resorts announces their participation in Earth Hour on 28th March, a global initiative of the World Wide Fund for Nature (WWF).

For more than 45 years, WWF's mission has been the conservation of nature. Earth Hour originated in 2007 in Sydney with an approximate participation of about 2 million people. In 2008, it went international and about 50 million participated. This year, Earth Hour aims to impact 1 billion people from 1,000 cities around the world. This target has already been reached before the commencement of Earth Hour, with no less than 1,539 cities and towns in 80 countries participating in this year's Earth Hour.

In Singapore, Amara Hotels & Resorts is joined by a plethora of business and non-commercial entities that have pledged their support towards a call for action on climate change with their participation in Earth Hour.

“Here at Amara Hotels & Resorts, we believe that businesses have a responsibility to ensure that their operations do not negatively impact the environment. It is our social responsibility to adopt a green attitude and ensure that the environment is not harmed as we pursue the goals of our business.” said Sharon Vu, Marketing Communications Manager of Amara Hotels & Resorts.

“We believe in walking the talk. To signal our support towards a greener Earth, we are excited to be turning the lights off at parts of our two properties, in this global election.”

From banks to law firms; multi-national corporations to small-medium enterprises; educational institutes to non-profit organisations; no less than 518 institutions have signed up for Earth Hour in Singapore. With businesses taking the lead in supporting Earth Hour, this could mark the revolution towards a “green attitude” amongst commercial companies in Singapore.

More than 50 hotels within Singapore have endorsed the flicking of the light switch at 2030hrs to 2130 hrs on the 28th March.

Amara Hotels & Resorts has also implemented an array of other green measures to complement its business operations. Amara Hotels & Resorts is encouraging their

guests to reuse their bed linens and towels. They are given a token - an environmental leaf, which they will leave on their beds or bathtub should they desire the chambermaids to change their bed linens and towels.

For guests who are on extended stays within the properties of Amara Hotels & Resorts, the hotels are working towards changing the room's bed linens and towels on the guest's third day of stay. This aids in the conservation of water resources and reduces the incidence of towel wastage, resulting in a reduced laundry load.

An efficient energy consumption protocol will also assist in lowering the hotels' utility costs. For instance, Amara Hotels & Resorts has put in place air-con controls and thermostatic temperature controls within the guest rooms and function rooms of both hotels. This way, the desired level of air-conditioning can be altered, instead of a "one-size fits all" model.

Added Sharon, "Internally, we have also started to encourage staff members to re-use, reduce and recycle materials. With the amount of memos or notes written for guests, from guests, and amongst the staff members, the daily sorting out of these materials into the makeshift recycling containers will allow staff to get accustomed to practicing green habits within the office."

If Zhang Yin from China can become a self-made billionaire from importing recycled paper and converting them into containerboard cardboard boxes ready for export; it is not far-fetched to allude that better green operational practices within a business can lead to cost savings and a probable positive impact on the company's bottomline."

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About Amara Hotels & Resorts

Amara Hotels & Resorts owns and manages properties globally. Headquartered in Singapore, Amara believes in the delivery of excellent service. Guests can expect to be presented with a unique and individual experience throughout its properties around the world. Through paying attention to all details of their guests' experience, Amara promises to host them with warmth and passion, hallmarks of the quintessential Asian hospitality presented by Amara Hotels & Resorts.

About Amara Singapore

Amara Singapore is a 380-room business hotel located within Singapore's Central Business District. Amara Singapore showcases special touches such as a minimalist themed lobby, an exclusive Club Floor with personalised butler services, and a

Amara Singapore Hotel
165 Tanjong Pagar Road
Singapore 088539



contemporary Balinese-style resort pool. Guests will also enjoy an exquisite dining experience through the hotel's collection of iconic, chic restaurants and bars: *Silk Road*, *Thanying*, *Element*, *Café Oriental*, *Santaro Fine Dining*, *Hyang-to-Gol*, *Hue Restobar*, and *Alphabet Bar*.

About Amara Sanctuary Resort Sentosa

Amara Sanctuary Resort Sentosa is a luxurious, contemporary 121-room resort nestled within Sentosa's popular Palawan beach. An oasis of lush verdure, guests will experience peace and tranquility as they step away from the hustle and bustle of Singapore's city life. The resort blends colonial architecture, modern design and fine-dining establishments: *Shutters*, *SiBon*, *Silk Road of the Sea*, *Thanying* and *Upper Tiers Bar*, all set within a tropical panorama.

For more information on the hotel, visit www.amarahotels.com

Issued by Resonance Consultancy Pte Ltd on behalf of Amara Hotels & Resorts

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