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**N E W S  
RELEASE**

## **Fraser Hospitality Launches New Style of Apartment Living in Shanghai**

*Underscores Commitment to Continued Growth in the China Market*



**Shanghai, March 31, 2009** - Fraser Residence Shanghai, a 272-unit serviced apartment tower opens today, bringing a new style of Gold-Standard accommodation to the city's central business district and underscores Singapore-based Fraser Hospitality Pte Ltd's (Fraser) commitment to the China market. Fraser is the hospitality arm of Fraser Centrepoint Limited, a wholly-owned subsidiary of Fraser and Neave, Limited.

Located in Luwan's Huaihai district, the 30-storey Fraser Residence tower is part of an integrated mixed-use development comprising a 16-storey office tower and a five-storey retail podium that links the two towers.

Fraser Residence, the second property in Shanghai, is the seventh serviced residence managed by Fraser in China.

The first Fraser's serviced residence in Shanghai was officially opened in October 2008 by Dr Henry Kissinger, Former US Secretary of State. The 317-unit Fraser Suites Shanghai overlooks the city's famous Bund from its bustling Lujiazui location in the central business district.

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The company's expansion plan for China includes the launch of another six developments and 1500 apartments over the next three years, bringing its presence to 8 cities with 13 properties and over 3200 apartments in China.

"Fraser Residence Shanghai reflects our growing commitment to China, and our confidence in the healthy growth of the corporate-stay market, particularly in the gateway cities of Shanghai, Beijing and Hong Kong," says Chief Executive Officer of Frasers Hospitality Pte Ltd, Mr Choe Peng Sum.

"Our partnership with Pacific Esplanade Partners, the owner of this development, has not only provided the opportunity to extend the Fraser footprint in this vibrant market but also to bring a unique new style of living to the corporate scene."

"The Fraser Residence concept appeals to a growing segment of the corporate-stay market in China - executives who arrive for an extended stay and want the flexibility of a serviced residence concept with all the luxuries of a private residence," added Mr Choe.

Among the extensive facilities tailored to the needs of the corporate guest are a restaurant and café, business centre, meeting room, indoor swimming pool, billiards room, podium roof garden and outdoor tennis court.

Within the integrated development, Fraser Residence guests have easy access to the delights of Shanghai's celebrated Element Fresh restaurant and The Fat Olive bar from the award-winning chef David Laris. Those seeking relaxation after a long tiring day will not have to go far for spa services from the renowned Herborist Spa.

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### **About Frasers Hospitality Pte Ltd**

Frasers Hospitality Pte Ltd, the hospitality arm of Frasers Centrepoint Limited, a wholly-owned subsidiary of Fraser and Neave, Limited, is a global serviced residence owner and management company with Gold-Standard residences in Bangkok, Beijing, Glasgow, Hanoi, Hong Kong, London, Manila, Nanjing, Paris, Seoul, Shanghai, Shenzhen, Singapore, Sydney and Tokyo. New developments include Bahrain (2009), Bangalore (2009), Budapest (2009) Chengdu (2010), Doha (2009), Dubai (2009), Edinburgh (2009), Guangzhou (2010), Ho Chi Minh (2010), Hyderabad (2010), Jakarta (2010), Kuala Lumpur (2009), New Delhi (2010), Osaka (2010), Pattaya (2009), Perth (2010), Suzhou (2011) and Tianjin (2010).

Frasers Hospitality Pte Ltd commits to “meeting the unique needs of the executive travellers through continuous innovation”, and providing its customers with the space, family and community away from home. Conceived with the lifestyle preferences of today’s discerning extended stay executive travellers in mind, Frasers Hospitality Pte Ltd has three brand offerings – Fraser Suites, Fraser Place and Fraser Residence. For more information on Frasers Hospitality, please visit [www.frasershospitality.com](http://www.frasershospitality.com)

### **About Frasers Centrepoint Limited**

Frasers Centrepoint Limited (FCL), a wholly-owned subsidiary of Fraser and Neave, Limited (F&NL) is a leading Singapore-based property company with a strong global foothold in residential, commercial and hospitality projects. Under the stewardship of F&NL, FCL’s business has evolved from being the owner and operator of a single shopping centre to property development, property management, and asset and fund management of commercial properties (Frasers Centrepoint Commercial), residential homes (Frasers Centrepoint Homes), serviced apartments (Frasers Hospitality) and property trusts (Frasers Centrepoint Asset Management). Frasers Property, the international property arm of FCL, develops world-class projects in UK, Australia, New Zealand, Thailand, China and Vietnam. For more information on FCL, please visit [www.fraserscentrepoint.com](http://www.fraserscentrepoint.com).

### **About Fraser and Neave, Limited**

Fraser and Neave, Limited (F&NL) is a leading Asia Pacific Consumer Group with expertise and dominant standing in the Food and Beverage, Property, and Publishing & Printing industries. Leveraging on its strength in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&NL provides key resources and sets strategic directions for its subsidiary companies across all three industries. Listed on the SGX-ST, F&NL ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders’ funds of over S\$5 billion and total assets employed over S\$13 billion. F&NL is present in over 20 countries spanning Asia Pacific, Europe and USA and employs over 18,000 people worldwide. For more information on F&NL, please visit [www.fraserandneave.com](http://www.fraserandneave.com)

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## **Awards & Accolades**

### **Diamond Award - Best Serviced Apartment Category 2009**

Fraser's Hospitality by *Buying Business Travel*

### **Best Serviced Apartment Vendor of the Year 2008**

Fraser's Hospitality by *Human Resources Magazine*

### **Golden Dragon Award Best Serviced Apartment 2008**

Fraser Suites Hanoi by *Vietnam Economic Times*

### **Best Serviced Apartment Group 2008**

Fraser's Hospitality by *HotelClub Awards*

### **Best Serviced Residence (Group) – International 2008**

Fraser's Hospitality by *TravelWeekly China Industry Award*

### **Excellent Service Award 2007 & 2008**

Fraser Suites River Valley & Fraser Place Robertson Walk, Singapore by *Spring Singapore*

### **Associate of the Arts Award 2008**

Fraser's Hospitality by *National Arts Council*

### **Outstanding Website for “Hotel and Lodging” 2008**

Fraser's Hospitality by *Web Marketing Association USA*

### **Korea Herald Readers Best Brand Awards – Serviced Residences: International Luxury Premier 2008**

Fraser Suites Insadong, Seoul by *The Korea Herald*

### **Best Serviced Residence (Property) 2007 & 2008**

Fraser Place Robertson Walk, Singapore by *TravelWeekly Asia*

### **Best New Development 2008 & Best 5 Star Apartments 2008**

Fraser Suites Sydney by *HMAA Accommodation Industry Awards for Excellence*

### **China's Most Competitive Serviced Residences Brand 2008**

Fraser's Hospitality by *Golden-Pillow Award of China Hotels*

### **Best Serviced Apartment Company Gold Award 2008**

Fraser's Hospitality by *Buying Business Travel, UK*

### **Best Serviced Apartment/Operator in Asia Pacific 2008**

Fraser's Hospitality by *DestinAsian Travel & Lifestyle Magazine*

For more information on our Awards and Accolades, please visit [www.frasershospitality.com](http://www.frasershospitality.com).