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## NEWS

### FOR IMMEDIATE RELEASE

## The Beginning of U

**Chiang Mai, Thailand (July 25, 2008)** U Chiang Mai, a new bijoux deluxe hotel in Chiang Mai, recently held a special themed party “The Beginning of U” to mark the official opening of U Chiang Mai as the first U Hotels & Resorts brand’s hotel in Thailand. Khun Junnapong Saranak, Director of Tourism Authority of Thailand for northern region also attended the event to congratulate the hotel with top executives from Tanayong Public Company Limited including Chairman Khun Keeree Kanjanapas, Managing Director Khun Kavin Kanjanapas and CEO of Absolute Hotel Services Mr. Jonathan Wigley.

The event was decorated in a purple colour theme representing the warm hospitality and gold to mark the success ahead of U Hotels & Resorts brand. More than hundred honoured guests and press from Bangkok and Chiang Mai were welcomed with cocktails at the Residents’ Lounge, the refreshed past residence of the Chiang Mai’s governor before enjoying the overall atmosphere of celebrations with enthralling performances by body art dancers to show the power of U.

With exclusive interviews on stage Khun Keeree Kanjanapas, Chairman of Tanayong, the owner of U Chiang Mai, stated “U Hotels & Resorts is one of our many projects related to hospitality and U Chiang Mai is more than just a 41 rooms’ hotel, it represents the milestone for the achievement of our first step into hotel and resort business. We particularly expect that the differentiation and unique concept of services that U Hotels & Resorts provides to guests will be the highlight and alternative pattern for other international hotels and resorts”.

U Chiang Mai is located in the heart of Chiang Mai’s city on Ratchadamnoen Road and all 41 rooms were booked for guests attended the event on the night to enjoy and experience the unique services of the brand including luxury room with all the amenities, 24 hours use of room, breakfast whenever/wherever, free WiFi, free bikes, scheduled heritage talks and guided walks.

Managing Director of Tanayong Public Company Limited Khun Kavin Kanjanapas also mentioned “We anticipate that “U Chiang Mai” will receive positive feedback from our clients because of decoration to the highest standard, amenities and services providing all necessary things that the clients may require. With our innovative ideas, we do not just build a hotel but we are building a chain of internationally renowned “U Hotels & Resorts”. We also created a joint venture company called “Absolute Hotel Services Co., Ltd.” with a partner who is experienced and skilful in various aspects, combining areas of expertise including in-depth understanding of hospitality industry, property development and investment.”

Absolute Hotel Service Co., Ltd. provides a unique range of hospitality services and consultancy on an a la carte basis that includes marketing/feasibility studies, owner representative services, master planning consultancy, pre-opening consultancy, brand creation/consultancy as well as the hotel management services from the technical services and pre-opening assistance to management contracts for branded and non-branded hotels and resorts.



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“With many years of experience in the hospitality industry, and we worked with many clients in the past we believe that candid feedback and honesty to deliver great results with focused solutions plus unique team members to achieve or exceed goals on behalf of our clients are the key to success. We are so confident of the brand, U Hotels & Resorts that will give revenue and profit guarantees to our partners. ” added Mr. Jonathan Wigley, CEO of Absolute Hotel Services Co., Ltd.

The party ended with champagne toasting amongst the board of directors of Tanayong PCL and joint partner’s directors, Absolute Hotel Services Co., Ltd. followed by fire works to mark the official opening and the future glorious success of the companies.

Picture shows from left to right:

1. Keeree Kanjanapas, Chairman, Tanayong Public Company Limited
2. Dr. Paul YL Tong, Director, Tanayong Public Company Limited
3. Sutham Siritipsakorn, Deputy Managing Director, Tanayong Public Company Limited
4. Kom Panomreongsak, Director, Tanayong Public Company Limited
5. Dr. Anat Arbhabhira, Audit Committee, Tanayong Public Company Limited
6. Kavin Kanjanapas Managing Director, Tanayong Public Company Limited
7. JohnWestoby, COO, Absolute Hotel Services Co., Ltd.
8. Nopparat P’Kulsiri, VP Marketing, Absolute Hotel Services Co., Ltd.
9. Mr. Jonathan Wigley, CEO, Absolute Hotel Services Co., Ltd.

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