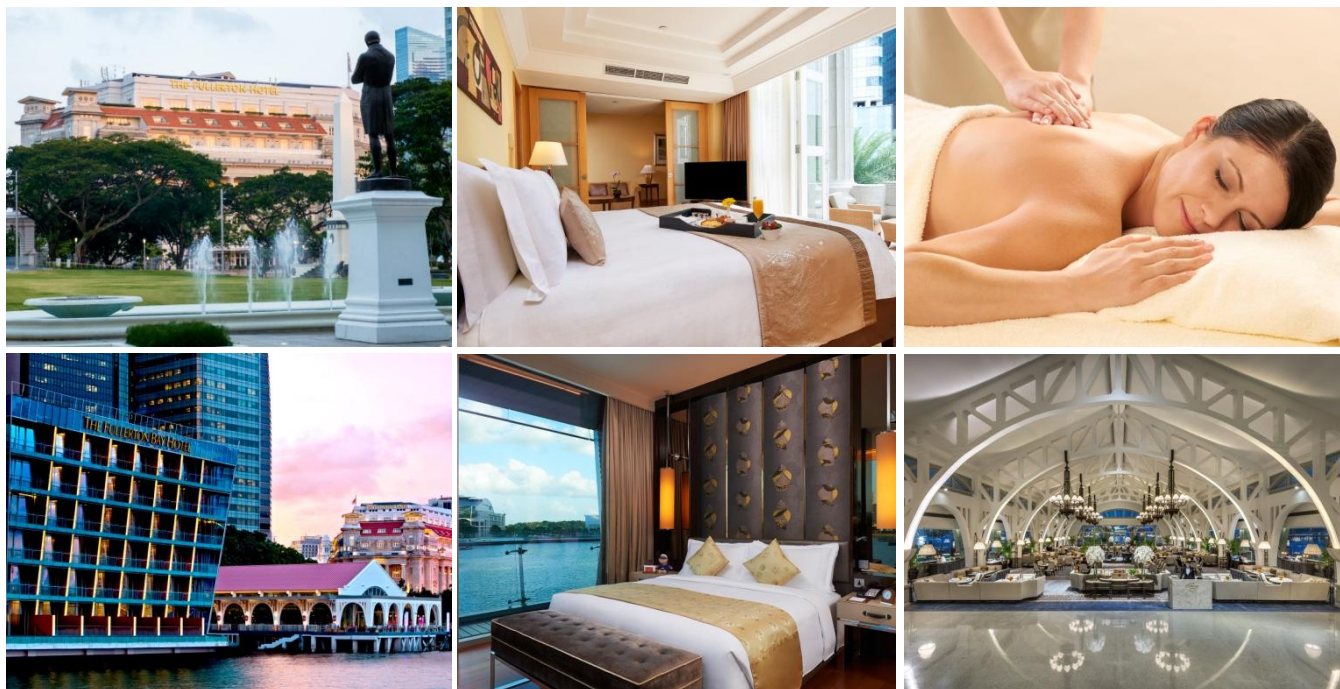


THE FULLERTON HERITAGE

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THE FULLERTON HOTELS LAUNCHES NEW GLOBAL WEB SITE

WWW.FULLERTONHOTELS.COM



SINGAPORE, May 25, 2016 – Designed to provide an integrated, seamless online experience for digital visitors, the new brand web site rolled out by The Fullerton Hotels today makes its debut at www.fullertonhotels.com. The global site encompasses The Fullerton Hotel Singapore and The Fullerton Bay Hotel Singapore, making it easier for guests to navigate, plan and book their stay, meeting, dining occasion or spa treatment in either property.

“The Fullerton Hotels brand is synonymous with luxury hospitality that is steeped in heritage, contemporary sophistication and impeccable service,” said Mr. Giovanni Viterale, general manager of The Fullerton Heritage. He continued, “As our business levels and guest engagement continuously evolve at a rapid pace, our priority is to redefine the online outreach and engagement as an extension of our pillars of service excellence – particularly at this exciting juncture of our company’s growth.”

Expanding upon this strategy, every reservation is guaranteed the lowest rate available online. The **Best Rate Guarantee** ensures a competing rate that is lower than the lowest rate on the hotels’ web site will be matched. Additionally, a 10 percent discount and S\$50nett dining credit for use in both hotels’ restaurants will be extended.

Available in four languages – English, Simplified Chinese, Traditional Chinese and Japanese – the **responsive web** site delivers an optimal browsing experience across devices - be it a desktop, tablet or mobile. The **entire customer journey has been transformed** from the first touch point where guests interact with the brand online all the way through to check-in. This is done via the confirmation electronic direct mailer (EDM), Internet Guest Portal and a Thank You EDM.

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Tailored to provide an **easy-to-use, goal-oriented user journey**, the new site allows guests to use the global site filter to select the purpose of their visit (Stay, Dine, Relax, Meet, Celebrate), indicate the dates and number of guests and be instantly presented with the most relevant information and prices.

An **immersive visual experience** has been created through the visually appealing photo galleries, videos and shortly, 360-degree virtual tours of the hotel's wedding facilities.

From May 25 to August 31, 2016, bookings made via the new global site will be enrolled in a lucky draw, with prizes to be won in each of the following categories:

Accommodation:

- One-night stay for two in The Fullerton Hotel Singapore Presidential Suite
- One-night stay for two in The Fullerton Bay Hotel Singapore Presidential Suite

Dining:

- Dining vouchers for two in each of The Fullerton Hotel Singapore establishments: Town, Jade, The Courtyard, The Lighthouse Restaurant and Rooftop Bar, Post
- Dining vouchers for two in each of The Fullerton Bay Hotel Singapore establishments: The Clifford Pier, The Landing Point, La Brasserie, Lantern
- Dining voucher for two in The Lookout at Customs House

Spa:

- The Asian Heritage Signature (90-minute massage) for two in The Fullerton Spa
- The Ultimate Aromatherapy Experience (60-minute massage) for two in The Fullerton Spa

For more information, access www.fullertonhotels.com

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About The Fullerton Heritage

Located where the dynamic developments of Marina Bay intersect with the world famous Singapore skyline, and where the historic district meets the future, The Fullerton Heritage precinct is the focal point for waterfront fine dining, upscale shopping and entertainment. The waterfront development's architecture combines both the historical and contemporary, adding vibrancy to the area's long-established cultural heritage and central business district. An exquisite dining and hospitality complex, the precinct consists of The Fullerton Hotel Singapore, The Fullerton Bay Hotel Singapore, The Fullerton Waterboat House, One Fullerton, The Fullerton Pavilion, Clifford Pier and Customs House.

www.thefullertonheritage.com

About The Fullerton Hotel Singapore

Gazetted as Singapore's 71st National Monument, The Fullerton Hotel Singapore was once home to the General Post Office, The Singapore Club and the Chamber of Commerce. It is a luxury hotel with 400 rooms and suites carefully designed to provide both business and leisure travellers with a sanctuary of serenity and comfort in which to retreat and rejuvenate. Dynamically located in the heart of the financial and arts districts, the hotel successfully blends rich heritage with contemporary style and personalised service to offer guests a world-class accommodation experience. Epicureans can enjoy a delectable array of dining selections. There are a total of 5 restaurants and bar in the hotel, namely Town Restaurant which presents international buffets and an a la carte menu, Jade features authentic Chinese cuisine, The Courtyard offers an Indian buffet, Japanese buffet and Afternoon Tea, and The Lighthouse Restaurant & Rooftop Bar with breathtaking views of the bay serves authentic Italian cuisine. Post Bar, which features the original ceiling and pillars of the General Post Office, is the popular choice amongst the trendy elite.

Aside from the dining selections, The Fullerton Hotel also features an exquisite and intimate retail wing. Guests seeking rejuvenation can pamper themselves with the indulgent treatments at The Fullerton Spa. www.fullertonhotel.com

About The Fullerton Bay Hotel Singapore

The Fullerton Bay Hotel Singapore is a stunning, jewel-like addition to the sparkling Marina Bay waterfront, with breathtaking architecture and stunning interiors that combine modernity and heritage. Seated on prime waterfront location in the Central Business District and arts and cultural precinct, the Hotel offers classic luxurious hospitality and exquisite service with rooms featuring 360 degree spectacular views of the Marina Bay and Singapore skyline. Step into a world of chic sophistication where The Fullerton Bay Hotel Singapore will set the tone for an indulgent lifestyle experience.

www.fullertonbayhotel.com

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Social Media Links:

Facebook: The Fullerton Hotel Singapore
Instagram: @FullertonHotel
Twitter: @FullertonHotels
Hashtag: #FullertonHotel #FullertonFlavours

Facebook: The Fullerton Bay Hotel Singapore
Instagram: @FullertonBayHotel
Twitter: @FullertonBay
Hashtag: #FullertonBayHotel #FullertonFlavours

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