

NEWS

FOR IMMEDIATE RELEASE

U HOTELS & RESORTS SIGNED MANAGEMENT CONTRACT FOR U DESERTSCAPE JODHPUR

U Hotels & Resorts announced a new management contract with Prescon Hospitality Pvt. Ltd. – a favorable name in the Indian construction industry with several landmark residential and commercial projects in numerous cities across the country as their portfolio. The new hotel will be added to an existing development which will be fully renovated and branded as U Desertscape Jodhpur, plans to open in July 2011.

With 63 rooms U Desertscape Jodhpur will be a destination resort, located on the beautiful outskirts of Jodhpur. The overall design for the hotel will be strongly influenced from an architectural and design view encompassing a Rajasthan and Hacienda ambience - a contemporary yet indigenous atmosphere throughout the resort. The layout of the resort will cultivate Jodhpur style comfort with a modernity of facilities. A pool in the style of a Bundi will be typical of the features, plus an abundance of vegetation of the region such orange trees and date palms that will be planted substantially to add to the character of the resort. Other facilities will include two restaurants, conference facilities, a gym and library.

“We are delighted to expand our U Hotels & Resorts brand in India,” said Mr. Jonathan Wigley, CEO of U Hotels & Resorts. “and we are confident that U Desertscape Jodhpur will be a popular destination resort with leisure travelers who are seeking for something unique in a relaxed, quiet environment.”



Jodhpur is the second largest city in the state of Rajasthan, India. It is called the Gateway to Thar, as it is literally on the edge of the Thar Desert. It is also called the Sun City as the sun shines almost every day of the year.

About U Hotels & Resorts Brand

The brand was created with today’s travelers in mind and their expectation from the fast moving pace of hospitality. U Hotels & Resorts is an uncomplicated bijoux deluxe hotel brand that is a stimulating blend of local heritage and design accents that pair with modern amenities, services



U Hotels & Resorts
14th Floor, TST Tower, 21 Viphavadi-Rangsit Road
Jatujak, Bangkok 10900, Thailand
Tel +66 2 273 8507
Fax +66 2 273 8509
www.uhotelsresorts.com

and facilities to unobtrusively encourage sophisticated target customers eager to enjoy the local environment.

U Hotels & Resorts brand's target is the experienced traveler with a curious mind. This is a sophisticated, self-reliant individual not afraid to enjoy, share and get involved, who see things differently and seeks new experiences, global and local, and who can balance their lifestyle and their need for accomplishments. U Hotels & Resorts will consist of a maximum 200 rooms/suites and in some cases will include a residential element.

Other U Hotels & Resorts development in the regions that have already been announced; Thailand: U Sathorn Bangkok (2012), U Khao Yai (2012) Vietnam: U GTC Hanoi (2011) India: U KBJ Grand Varanasi (August 2011), U KBJ La Casa Bella Goa (October 2011), U KBJ Stupas Kushinagar (November 2011), U KBJ Five Colours Bodhgaya (November 2011), U KBJ Touchstone Khajuraho (December 2011), U Desertscape Jodhpur (July 2011) Indonesia: U Paasha Seminyak Bali (January 2011)

For more information, please contact:

Nopparat Klang P'Kulsiri (Ms.)
VP Marketing
Tel +66 2 273 8507 ext 111
Mobile +66 81 867 5747
Email: klang@uhotelsresorts.com