

NEWS

FOR IMMEDIATE RELEASE

U HOTELS & RESORTS ANNOUNCES ITS OPENING DATE OF U INCHANTREE KANCHANABURI RESORT

Bangkok, Thailand (July 29, 2010) – U Hotels & Resorts announces the opening date of U Inchantree Kanchanaburi Resort which will be the second U Resort after U Chiang Mai that will operate in Thailand as of November 1, 2010.

U Inchantree Kanchanaburi is a real boutique resort with a rustic river lodge style surrounded by landscaped gardens, located on the north bank of the river and only 5 minutes walk to River Kwai Bridge. The resort features 24 superior rooms and two suites in the two-storey building that are set around a courtyard dominated by an ancient “Inchantree” from which the resort derives its name.

Peppers, the resort’s restaurant allows guests to experience the feel of al fresco dining, located adjacent to the swimming pool. The restaurant also serves breakfast whenever/wherever and a Thai and Western lunch and dinner menu against a backdrop of the River Kwai, mountains and blue sky. Guests can relax by the swimming pool with a refreshing drink and delicious snacks. As they unwind in the sunset Terrace Lounge suspended over the edge of the river, they can watch kingfishers darting over the water and trains rumbling over the River Kwai Bridge.

U Inchantree Kanchanaburi, a boutique resort by the river for the destination also offers U’s unique concept of service including 24 hour room which will allow guests to enjoy their room for 24 hours from arrival as well as breakfast whenever/wherever during the stay, in room iPod and iDocking station, international and local calls at cost, pre-select amenities such as pillow, tea, music and soap that guests can select from our online U Choose programme and more. Other facilities include a gym, library and free bike to experience the nearby location.



For more information, please contact 662 651 7677 or email: sales@uhotelsresorts.com or visit our website www.uhotelsresorts.com/inchantree

-END-



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

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 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; Thailand: U Sathorn Bangkok (2011), U Nai Harn Phuket (2011), U Khao Yai (2012) Vietnam: U Hang Chieu Hanoi (2011), U GTC Hanoi (2012) India: U Candolim Goa (2011), U Desertscape Jodhpur (2011), U Ahmedabad (2011), U KBJ Grand Varanasi (2012), U KBJ La Casa Bella Goa (2012), U KBJ Stupas Kushinagar (2012), U KBJ Five Colours Bodhgaya (2012), U KBJ Touchstone Khajuraho (2012) Indonesia: U Paasha Seminyak Bali (2011), U Ubud Bali (January 2011), U Ristia Jimbaran Bali (2012)

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

Wantanee Issaranuwat (Fon)
Director of Marketing Communications
Mobile +66 81 629 4995
Email: dmc@uhotelsresorts.com