



CAPELLA  
HOTELS & RESORTS

**Rare resort icon on Sentosa to be managed by  
Top-tier hotel management company**

***Millenia Hotel Pte Ltd appoints Capella Hotels & Resorts,  
headed by former Ritz-Carlton President,  
to jointly create an extraordinary experience and unprecedented service in Singapore***

ATLANTA (August 24, 2006) – One creates hotels blending the magical mix of artistry and architecture to achieve a skilful rendition of the old and new, the East and West. The other provides exceptional, personalized service to the world's most discerning travelers at the very top end of the market. Both always raise the bar.

The people behind these exquisite tastes and passion for excellence -- Kwee Liong Tek and Horst Schulze -- have the common vision to create a jewel of a city resort that will be ready for the top two percent of business and leisure travelers on the island of Sentosa in two years. It will be called Capella Singapore.

Millenia Hotel Private Limited -- an associate company of the Pontiac Land Group, owner of The Ritz-Carlton Millenia Singapore, Conrad Centennial Singapore and The Regent Singapore -- has appointed Capella Hotels & Resorts to manage the hotel under development formerly known as The Knolls.

"Following an extensive global search, we have invited legendary hotelier Horst Schulze and his team to operate our resort," said Kwee Liong Tek, Chairman of Millenia Hotel Pte Ltd. "We derive fulfilment in enriching our social and architectural landscape, breaking new ground and raising the bar each time," said Kwee who has known and worked with Schulze for over a decade. "We believe Capella is the right choice to realize a shared vision and we look forward to unveiling our rare jewel."

Capella Hotels & Resorts is led by CEO Schulze, who also serves as CEO of West Paces Hotel Group, which launched the top-tier brand in 2005. Known for establishing the world-renowned service quality standards for Ritz-Carlton Hotels as President, COO and Vice Chairman, Schulze identified that the essence of luxury service was changing in a way that existing five-star brands could no longer accommodate.

His Capella concept recognizes that the top two percent of business and leisure travelers want to determine their own experience rather than adapt to a service ideal defined by a hotel company. "They want luxury that is subtle, rather than contrived, access to whatever they want when they want it, privacy, flawless service, and the option to avail themselves of extended hotel services,"

said Schulze. “In essence, they want to be treated just as they would be while being hosted at a friend’s private residence.”

The new brand’s name is drawn from the star Capella, Alpha star of the constellation Auriga, the Charioteer. Capella is one of the sky’s most famous binary star formations, reflected in the double-star logo of the new brand. The double star motif reflects the overriding focus of the brand as an intimate relationship between hotel and guest, the larger star signifying the guest around whom service revolves. Because of the brand equity of the Capella name, Millenia Hotel will name the resort Capella Singapore, but keep the original name, The Knolls, for the specialty restaurant.

Capella Singapore’s unmatched location on Sentosa Island reinforces the Capella notion of choice: guests who want access to the heart of Singapore will have it, and those who wish to retreat to the lush privacy of a resort surrounded by rainforest will enjoy that option, as well.

The Capella Singapore experience is unique to each guest, defined by his or her own preferences. To assist, Capella staff will serve as personal assistants to the guest before, during and after each stay to ensure even unexpressed needs are met. It may begin with the guest’s airport arrival and greeting by a chauffeur conversant in the guest’s native language. Upon arrival at the resort, the guest may be greeted by name and escorted directly to a room that has been pre-arranged to fit his or her specific preferences.

At Capella Singapore, the guest experience will also include the choice to stay in Singapore’s largest garden villas and suites. In addition to the ultra-luxurious 110 villas and suites, Capella Singapore will pay special attention to up to 60 guests who elect to live in the resort for up to 60 years. “At the touch of a button, our long-staying guests will enjoy any of the resort’s services,” said Schulze. “Executive chefs will come to the guest’s private bungalow to cook their favorite dishes, spa therapists will arrive on cue to give massages, and Capella personal assistants will be on hand to secure preferential tee times at the championship Sentosa Golf Course next door,” he noted.

The resort will be generously spread out on 1.3 million square feet of lush rainforest, occupying only 36 percent of the rolling hills. Two existing colonial buildings from the 1880s will form the centerpiece of the resort which will blend traditional Asian materials and themes with contemporary influences.

Complementing the villas and suites will be two restaurants, a signature Capella club lounge, a business center, four meeting rooms as well as a spa and fitness center. Total development cost for the project is \$250 million, updated from an earlier estimate which predated additional land allocation for construction.

“We are honored and pleased to be working together with Kwee Liong Tek, knowing that his unstinting commitment to excellence mirrors Capella’s own uncompromising and exacting standards as operating partners,” said Schulze.

Capella Singapore will be the brand's first hotel in Asia and looks forward to welcoming its first guests in the summer of 2008.

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**Capella Hotels & Resorts** serves today's top-tier travelers and residential property owners and is setting a new standard in the hospitality industry. Capella promises the unique benefits of the finest boutique hotels, including superb architecture and interior design, privacy, individualized service and attention to detail – combined with the amenities and activities of the world's great luxury hotels and resorts. Capella, led by founder Horst Schulze, is a brand focused on customer choice, and offers choices that no other hotel company in the world can match. Capella is opening world-class properties in gateway cities and high-profile resort destinations around the world, including: Capella Singapore; Breidenbacher Hof, a Capella Hotel (Germany); Capella Pedregal (Mexico); Capella Resort & Spa, Castlemartyr (Ireland); Capella Resort & Spa, Dunboy Castle (Ireland); and Schloss Velden, a Capella Hotel (Austria). Learn more at [www.capellahotels.com](http://www.capellahotels.com)

#### **Pontiac Land Group**

Founded in 1959 by Henry Kwee, Pontiac Land Group began as a small enterprise specializing in the development of architecturally distinctive homes. Today, the Group's assets include office, hospitality, residential and medical developments, including The Ritz-Carlton, Millenia Singapore, Conrad Centennial Singapore, The Regent Singapore, Millenia Tower, Centennial Tower, Millenia Walk, The Colonnade, and Camden Medical Centre.  
[www.pontiacland.com](http://www.pontiacland.com)

#### **Sentosa**

Just 15 minutes from Singapore's financial district, Sentosa offers guests a respite from a hectic city lifestyle. In striving to be the premier resort destination in SouthEast Asia, the island has embarked on a strategic plan to rejuvenate itself. When this plan is fully implemented, Sentosa expects to attract 8 million visitors and generate \$900 million in revenue annually by 2012.  
[www.sentosa.com.sg](http://www.sentosa.com.sg)