

Press Release

Anantara Vacation Club Confirms EIA Approval For Forthcoming Phuket Property

Bangkok, March 8th, 2012: Anantara Vacation Club, a unique Shared Ownership concept launched in 2010 by Anantara Hotels, Resorts & Spas, is pleased to confirm that Environmental Impact Assessment (EIA) approval has been received for another new Anantara Vacation Club development in Phuket.

With EIA approval now given by Bangkok's Office of Natural Resources & Environmental Protection (ONEP), World Construction, the appointed building contractor, will now commence construction on the new resort, phase one of which is scheduled to open late this year. Anantara Vacation Club Phuket will comprise 70 one, two and three bedroom suites, along with 30 spacious one and two bedroom pool villas with swim up lagoon pool, kids club, gym and restaurant, all in a lush tropical environment adjacent to Mai Khao Beach. Guests will also benefit from a range of shops and restaurants next door and the convenience of being located just 15 minutes from Phuket International Airport.

The purpose-built property Anantara Vacation Club Phuket will set a new benchmark of quality and flexibility for vacation clubs across Asia and beyond in terms of exclusivity, space and choice. The project is being developed with a team of international consultants that include Stephen O'Dell, Soda Thai Architects, Lincolne Scott and Warnes Thailand.

Harold Derrah, CEO of Anantara Vacation Club, commented, *"This EIA approval gives us the green light we have been waiting for to commence construction on what I consider will be one of the premier shared ownership resorts. We are very excited about this new addition to Anantara Vacation Club's portfolio of resorts in the tradition of Anantara, which will offer the ultimate guest experience for our Club Points Owners."*

Khun Pairat Panarodvong, Managing Director World Construction and Engineering Co., Ltd., commented, *"We are very happy to be able to commence construction on this project, and to be working with such a world-class vacation ownership group as AVC. Work will shortly be underway and we are confident that the project will be completed upon schedule, with the first phase to open before the end of the year."*

An AVC preview centre is open at Turtle Village, Mai Khao, where a two bedroom display villa showcasing the forthcoming Phuket development is available for viewing by potential future Club Points Owners. Additional Anantara Vacation Club preview centres are located in Koh Samui and Bangkok.

The launch of Anantara Vacation Club in December 2010 marked an important stage in Anantara's evolution, enhancing a brand that is renowned for delivering experiences steeped in indigenous luxury and refined Asian hospitality. In just 15 months, the company's short span of operation to date, Anantara Vacation Club has rapidly expanded in the market with ownership sales continuing to exceed all expectations.

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About Anantara Vacation Club:

Launched in December 2010, Anantara Vacation Club (AVC) is a unique Shared Ownership concept which offers a points based multiple destination flexible Shared Holiday Ownership option for discerning consumers wishing to holiday in Asia and beyond.

The Club Resort Collection currently comprises luxury private villas on the islands of Koh Samui and Phuket in Thailand and a selection of suites in Queenstown, New Zealand. Over the next five years, the Club will include up to 10 more resorts and expand its marketing reach to Indonesia, China and the Middle East. Three sales preview centres can be found in Thailand, in Bangkok, Koh Samui and Phuket.

In addition to utilising the Club Resorts, club owners enjoy the opportunity to stay at Anantara Hotels, Resorts & Spas worldwide under the Club Escapes flexible use arrangement. Anantara currently operates 17 hotels and resorts in five countries, with further properties scheduled to open in 2012. The Club Owners holiday options are further enhanced by an affiliation to Resort Condominiums International (RCI) which opens up access to over 4000 resorts worldwide.

For more information on Anantara Vacation Club, please visit www.anantaravacationclub.com.

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