

NEWS RELEASE

MOON@23DICKSON, a sleek new boutique hotel standing among nostalgic buildings at the heart of Little India, epitomises a mysterious sparkling gem within the quaint cultural district. Exuding a gentle, quiet charm amidst its busy surroundings, you will be drawn to step beyond Moon's glass façade into a cosy five-storey, 83-room abode with warm, personal service that is second to none.

Past the glass door, Moon's interior paints a picture of classy, designer chic. Inspired by the rich cultural heritage of Little India and the modernity of cosmopolitan Singapore, Moon brings together contrasting influences to create a fresh design concept that defines its unique character. Timeless elegance is embodied in classic colours of white, black and brown while purple, green and pink accents add subtle touches of sophisticated style to the cosy environment.

Beneath the outward appearance, Moon personifies true hospitality. Here, you can expect to receive VIP treatment regardless of position or status. From top quality bedding, luxurious sheets and branded appliances to complimentary mini bar treats, evening cocktails and canapés, Moon ensures that you will receive only the best it can provide.

"Service is fast becoming the defining factor in this industry. Moon believes every individual guest is unique, hence we don't have a one-size-fits-all formula. As a boutique hotel, Moon is able to devote extra attention to the finer details. We speak the individual language of each guest to make them feel comfortable and at home in ways that they know and appreciate. We treat them like our friends, call them by their first names and do all we can to offer our utmost support and service beyond par. At the end of the day, we hope that guests will take away with them an experience that is not only enjoyable but a memorable one as well," said Billy Ong, Managing Director of Moon@23Dickson.

Besides genuine hospitality, you can also expect a truly personal experience at Moon. From the unique address cards (printed in 16 different designs) and welcome drinks at the reception counter to the varied room décor and encounters with the friendly hotel staff, Moon gives you an exquisitely-designed experience each time you visit the hotel. Guest rooms are fitted out with 16 different wallpaper and furnishing permutations, creating a variety of moods and ambiances that shapes the guest experience. Hence when you return to Moon the next time round, you might just find yourself receiving a different address card, enjoying new cocktails and canapés while staying in an entirely different room combination.

In terms of furnishing, Moon goes out of its way to pamper you with an excellent range of quality amenities without the hefty price tag. Guest rooms are decked out in designer platform beds, Slumberland mattresses, Serta micro-fibre silicon toppers, plush sheets and pillows to coax you into a deep slumber, while bathrooms are equipped with Grohe rainshower heads, Steinberg faucets, OXO sanitary fittings and stocked with 100 percent cotton towels and bathrobes for an ultra luxurious stay.

NEW
BOUTIQUE
HOTEL
REDEFINES
SERVICE
PERSONALITY

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SINGAPORE
OCTOBER 2010

For those who wish to keep their time occupied during the stay, the Internet Protocol Television (IPTV) in each room and complimentary Wi-Fi throughout the hotel will serve to meet all your information, entertainment and service needs. As the first boutique hotel in Singapore to offer the IPTV, guests at Moon will be able to watch television programmes and movies (via video on demand) on this fully-integrated digital platform. Furthermore in the coming months, Moon will be incorporating internet surfing, PC and room service functions into the electronic IPTV menu, enabling you to find information as well as order food and beverages on one single device. The complimentary Wi-Fi connection will also allow you to connect freely to the internet anywhere, anytime, without worrying about paying expensive service charges thereafter.

"With the growing number of new generation travellers seeking comfortable, value-added accommodation for free-and-easy travels, there is a huge potential market for us. We hope to be more than just a run-of-the-mill boutique hotel and instead, be a place that people go to for a complete hospitality experience. At Moon, we hardly say no to our guests, rather, we encourage them to voice out their requests and concerns to us. Hence for travellers who are looking for more than just a room for the night, we will tell them to "ask for the Moon"," said Billy Ong.

Built from scratch, Moon@23Dickson is the first commercial property to be completed by the Hup Heng Group, a local company specialising in property development and automotive spare parts trading. Led by Billy Ong, Managing Director of Hup Heng Group and Moon @ 23 Dickson, the company brings together the combined expertise of established architect Wong Tim Fatt of Formwerkz and hotel consultant Philip Raj, who has wide experience in opening luxury boutique hotels and large M&C hotels in the Asia Pacific region.

For more information on the hotel, please call 6827 6666 or visit www.moon.com.sg.

About Hup Heng Group Established in 2006, Hup Heng Group is a local company specialising in property development and transaction, as well as the distribution and trading of automotive spare parts. Its businesses span Singapore and the Asia Pacific region through subsidiaries He Xing Glass, He Xing Parts, Lesun Auto Parts and Meng Heng Parts.

Moon@23Dickson is the first hotel property development to be completed by the Hup Heng Group. Located on the fringe of the Central Business District at 23 Dickson Road, Moon is the newest boutique hotel in the Little India district. Grounded in the belief that each individual guest is unique, Moon strives to offer unmatched service and fresh, unique experiences for all guests.

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FACT SHEET

HOTEL INFORMATION

Moon@23Dickson is a boutique hotel situated in downtown Singapore.

ADDRESS

23 Dickson Road Singapore 209507 t 65 6827 6666 f 65 6827 6667
 w www.moon.com.sg e reservations@moon.com.sg

SERVICES

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| 1. Express check-in and check-out | 6. Limousine service |
| 2. Welcome drink on arrival | 7. Tour arrangements |
| 3. 24-hour CCTV security surveillance | 8. Spa and massage arrangements |
| 4. Security patrol within hotel premises | 9. Laundry and dry cleaning service |
| 5. Concierge & ticketing service | |

LOUNGE

The Lounge is a casual dining area serving breakfast, coffee and tea and cocktails.

Seating capacity	30 persons
Opening hours	6.30am - 10:00pm daily
Breakfast	6.30am - 10:30am daily
Coffee and Tea	6.30am - 10.00pm daily
Cocktails	5.00pm - 7.00pm daily

TRANSPORTATION

From Moon@23Dickson	Distance	Time	By
Changi International Airport	18.5km	21min	Car
Mass Rapid Transit (Bugis)	800m	8min	Walking
Mass Rapid Transit (Little India)	600m	6min	Walking
Orchard Road	1.2km	6min	Car
Sentosa	10km	15min	Car
Suntec Singapore	2.8km	7min	Car
Singapore Expo	17km	20min	Car
Marina Bay Sands	6km	11min	Car

Between Moon@23Dickson and Changi International Airport

- Limousine Service
- Airport Express Train
- Taxi

PAYMENT MODE

Cash and all major credit cards accepted.

ROOM RATES	Published	Opening
Standard	S\$ 220	S\$ 150
Deluxe	S\$ 250	S\$ 165
Executive	S\$ 320	S\$ 180
Suite	S\$ 500	S\$ 380

ROOM INFORMATION

NUMBER OF FLOORS – 5 NUMBER OF ROOMS – 83

ROOM CONFIGURATIONS

STANDARD (60 rooms)

Size: 16m²

Features

- Standing shower
- iPod/iPhone compatible stereo set
- Interactive Internet Protocol Television (IPTV)
- LED lighting
- Award-winning designer platform bed with built-in executive table
- Slumberland mattress with micro-fibre silicon topper and pillows
- Pure cotton towels, bath robes, high-end Grohe faucets and fittings

DELUXE (8 rooms)

Size: 18m²

Features

- Long bath
- iPod/iPhone compatible stereo set
- Interactive Internet Protocol Television (IPTV)
- LED lighting
- Award-winning designer platform bed with built-in executive table
- Slumberland mattress with micro-fibre silicon topper and pillows
- Pure cotton towels, bath robes, high-end Grohe faucets and fittings

EXECUTIVE (14 rooms)

Size: 18m²

Features

- Standing shower
- iPod/iPhone compatible stereo set
- Interactive Internet Protocol Television (IPTV)
- LED lighting
- Award-winning designer platform bed with built-in executive table
- Slumberland mattress with micro-fibre silicon topper and pillows
- Pure cotton towels, bath robes, high-end Grohe faucets and fittings

MOONLIGHT SUITE (1 room)

Size: 30m²

Features

- Open balcony
- Open bath area
- Separate living and seating area
- iPod/iPhone compatible stereo set
- Interactive Internet Protocol Television (IPTV)
- LED lighting
- Award-winning designer platform bed with built-in executive table
- Slumberland mattress with micro-fibre silicon topper and pillows
- Pure cotton towels, bath robes, high-end Steinbery & Grohe faucets and fittings.

OTHER IN-ROOM AMENITIES

1. Individually controlled air-conditioning
2. Energy saving HDMI 32" Internet Protocol Television with free cable channels & video on demand
3. Telephone with IDD
4. In-room high-speed WiFi internet access
5. Electronic in-room safe
6. Mini-fridge with complimentary selection of items (promotion period)
7. Vingcard RFID security Key Card system for guest rooms
8. Iron & Ironing board (upon request)
9. Hairdryer
10. Sewing kit

All information is correct at the time of print.

Moon@23Dickson reserves the right to amend the rates, amenities and facilities available at their discretion.