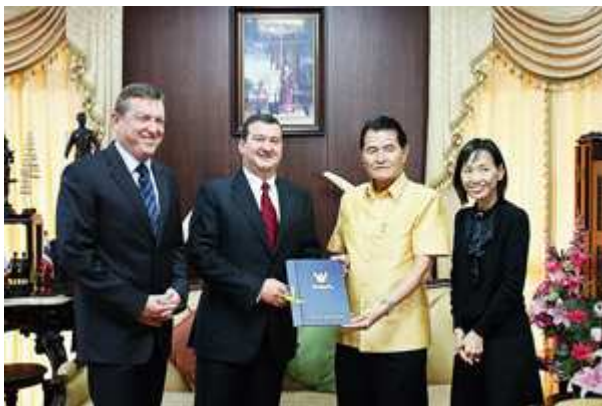




PRESS ANNOUNCEMENT FOR IMMEDIATE RELEASE

Outrigger Becomes First Asian HQ Based in Phuket

PHUKET, Thailand, 30 June 2010 – Outrigger Hotels and Resorts, Asia, has officially established Phuket as its Regional Operating Headquarters (ROH) and been approved by the Thai Government's Board of Investment, under the Ministry of Industry.



Phuket Governor, Mr Wichai Praisangob and (left to right) Outrigger's Damian Clowes, Darren Edmonstone and Kai Leamsuwan on 30 June. Download high resolution images [here](#).

On 30 June, Phuket Governor, Mr Wichai Praisangob gave Outrigger the certification and congratulated them on being the first official regional head office in Phuket.

There are currently over 80 companies with ROH permits operating in Thailand, including leading travel companies such as Amadeus Asia, Diethelm Travel Asia, Exotissimo Travel Group and Dusit Worldwide. Other major ROH brands in Thailand include Bumrungrad International, Chevron Asia, ExxonMobil and General Motors Southeast Asia. Outrigger is the first company to make Phuket an Asian headquarters recognised by the Board of Investment.

Outrigger's ROH status is unique. "We are a resort company so have chosen a resort location," said Outrigger's Senior Vice President, Asia, Mr Darren Edmonstone. "Our expertise since our formation in Hawaii over 60 years ago pertains to warm climate resort holidays. Phuket with its great aviation access, human resources and culture of hospitality is a perfect regional headquarters for us in Asia," he said.

ROH status gives Outrigger unique privileges and responsibilities in the areas of taxation, human resources, research, product development, sourcing of raw materials and parts, credit management, marketing, sales and technical support. Outrigger's regional operating headquarters in Phuket officially came into effect in April 2010.

The Thai Government created the ROH program in 2001 to reinforce Thailand's position as an important business hub.

The Government's position is that the establishment of a regional headquarters in Thailand by major foreign companies will generate considerable benefits for Thailand and accelerate economic growth.

Specifically, says the Government, the economy benefits from expatriate managers spending on

housing, education, shopping and dining. Regional operating headquarters attract international events and meetings. With every ROH established Thai employees have more opportunities to become regional managers with enhanced skills, greater responsibilities and higher salaries.

Outrigger's Edmonstone added: "The quality and variety of Phuket's existing human resource pool is excellent and improving all the time. Furthermore, with a headquarters in Phuket, Outrigger can easily access resort areas of potential business interest in India, Indonesia, Vietnam, China and around Asia."

About Outrigger Enterprises Group

Outrigger Enterprises Group is one of the largest and fastest-growing hospitality services companies in the Asia-Pacific region. Outrigger is a family-owned company with over 60 years of hospitality experience and runs a highly-successful, multi-branded line of hotels, condominiums and vacation resort properties, including Outrigger Hotels & Resorts, OHANA Hotels & Resorts, Outrigger Condominium Collection, Wyndham Vacation Ownership, Embassy Suites®-Waikiki Beach Walk™* and Courtyard by Marriott**. Outrigger Enterprises Group also operates and develops hotel properties and hospitality-related retail and real estate opportunities for partners in Hawaii, the Pacific, the mainland USA and Asia. For on-line information, log on at www.outriggerenterprisesgroup.com and www.outrigger.com.

*Embassy Suites is a registered trade mark of Hilton Hotels Corporation.

** Courtyard by Marriott is a registered trade mark of Marriott International, Inc.

Outrigger Hotels and Resorts, Asia

Ste 105-108, Plaza Del Mar, No. 1 Pasak-Koktanod Rd
Cherngtalay Sub-Dist., Thalang District
Phuket Province, 83110 Thailand
Tel: (+66) 76 318 230
Fax: (+66) 76 318 232
lagona@outrigger.co.th

Media Contact, Asia

Ken Scott
ScottAsia Communications
Phone: +66 81 931 2753
Email: ken@scottasia.net

Khun Bim
Phone (+66) 86 712 9911
Email: bim@ScottAsia.net

Nancy Daniels, APR, Director of PR, Corporate head office

Outrigger Enterprises Group
Phone: +1 808 921 6839
Email: nancy.daniels@outrigger.com