

THE UNVEILING OF THE JEWEL BOX AT MOUNT FABER & OFFICIAL LIGHT UP OF THE WORLD'S TALLEST CHRISTMAS TREE

INTRODUCTION

Mount Faber Leisure Group is proud to present the unveiling of The Jewel Box on the starry evening of 14 November 2005. To commemorate this luminous celebration at Mount Faber, the captivating light of the World's Tallest Christmas Tree, proudly sponsored by Genting International at twilight would be personally set ablaze by distinguished Guest-of-Honor, Dr. Vivian Balakrishnan, Minister for Community Development, Youth and Sports and Second Minister for Trade and Industry.

Revamped from the original 31 year-old Mount Faber Cable Car station, The Jewel Box is not only a radiant hilltop gem, it is part of Mount Faber Leisure Group's S\$8 million dollar iconic tourism progression and development project, setting it distinctly apart from other local attractions as a destination of its own.

"The Jewel Box is a tourism first as a luxury leisure site in one of Singapore's last green belts; and its sumptuous and definitive elegance continues the tradition that other Mount Faber elements such as The Altivo Bar and our cable cars have delivered, being a drive for excellence, a passion for innovation, personal commitment to the community and society, excellent customer service, and of course, fine branding. This iconic edifice establishes itself as a dazzling, distinctive destination of its own, both for the foreign and local community Mount Faber " adds Ms. Susan Teh, the CEO of Mount Faber Leisure Group.

THE JEWEL BOX

Guests are probably already very familiar with Mt Faber's charms such as The Altivo Bar and Faber Hill Bistro. This holiday season, The Jewel Box itself promises you another irresistible reason be drawn into its enchantment.

From the moment of your approach, the architectural design will make you feel as if you are entering a lofty, incandescent jewel box. Guests will catch sight of their dazzling destination from afar, shining with twinkling starlight effects, seasonal-themed colour-changing washes and eden-like tree motifs.

Within The Jewel Box, guests can choose to be served an ambrosial dinner in the stately yet magical setting of the grand ballroom; with warm auroras of light shimmering from the walls behind smooth suspended mirrors; and floor to ceiling glass windows for guests to survey the glowing harbour. When they step out onto the ballroom's balcony, they can feel the cool sweet evening air against their faces and the treetops falling away at their feet.

Guests can explore the lush, chimerically-lit and organically-themed surroundings in The Jewel Box: ranging from the warmly-lit, welcoming lobby with a bright waterfall rippling down its side, the quaint Faber Forest souvenir shop with glittering trinkets and walls decked with tree-like racks, the grand staircase flanked by layered walls with soft light emanating from its alcoves, the luminous glass bar with walls, furniture and crockery of gleaming glass, or the timber deck on which guests can step from the driveway into the firmament that overlooks Singapore's magnificent skyline. Some of these panoramic areas will be used as havens to conduct exclusive lifestyle classes such as foot reflexology, jewelry crafting, Tai Chi and Hatha Yoga.

The Jewel Box's magic continues to unfold itself even within the innermost sanctuary of its iconic restrooms. With its textured slate walls and floors they are an attraction unto themselves. The sculpted bathroom commodes by designer Alessi resemble smooth minimalist white marble eggs; and the floor to ceiling windows overlook a spectacular harbour view.

And for that final sprinkle of fairy dust, guests have the option of being conveyed to and from The Jewel Box by means of cable cars mounted on a jewel-box styled mechanism and painted a range of jewel colours (such as Garnet, Sapphire and Emerald), creating a shining necklace of gems that float in and out of the structure, from tunnels with a filigree of warm light that recreate the effect of sun filtering through foliage.

THE WORLD'S TALLEST ARTIFICIAL CHRISTMAS TREE*

As if the enchanted-forest themed Jewel Box is not enough to explore, the World's tallest Christmas tree*, a tourism first proudly sponsored by Genting International towers at a majestic height of 61 metres, is bedecked in kaleidoscopic luminescence right next to The Jewel Box. A stunning structure of lights that flash and change to the accompaniment of music, the Christmas tree can be viewed in either dazzling proximity from The Jewel Box or from a far distance; as a shining sceptre to The Jewel Box's crown (details refer to Annex 1).

NEW HALF-HOURLY SBS TRANSIT NEW SERVICE PARKS 409

Traveling up to and finding parking at Mount Faber will no longer be a hassle. Now, those who want to experience the splendour of the Jewel Box can choose to hop on to the new SBS Transit Service Parks 409, sit back and relax for a smooth, swift ride right up to the hilltop. Created specially to service this new route, visitors can just take the NEL to or park at HarbourFront, and board the bus at Seah Im Bus interchange, which will deposit them right outside The Jewel Box. This half-hourly service is available daily; on weekdays from 6pm to 3am, and on weekends, public holidays & eves from 7am to 3am. The service loop covers The Jewel Box, Seah Im Bus Interchange and HarbourFront coach bay.

Take a well-earned respite from the humdrum of everyday life. Ascend the rustic forest on the mount to discover the treasure that is The Jewel Box, an iconic

masterpiece that promises to give glitter back to the city and put the stars back in your eyes.

The Jewel Box - your unforgettable memory for a lifetime.

*Standing at 61m, next to The Jewel Box at Mount Faber, the World's Tallest Artificial Christmas Tree is subject to the endorsement from Guinness World of Records. The application is currently being carried out.

About Mount Faber Leisure Group Pte Ltd.

Formerly known as Singapore Cable Car Pte Ltd (SCC), it was established in 1974. Over the decades, Mount Faber Leisure Group has expanded its operations to encompass 6 key businesses: Attractions Management, Cable Car Services, Food & Beverage, Ground-Handling, Retail and Souvenirs and Inbound Tour Services, i.e. Faber Tours that includes coach and tour ticketing services. Mount Faber Leisure Group provides a safe and fun-filled experience for the locals and tourists, moulding an unforgettable image of Mount Faber as a world-class leisure destination.

Media/ Press Release Contact:

Mount Faber Leisure Group Pte Ltd.

Sharon Yap / Ian Fong

Tel: 65-6377-9614 / 65-6377-9616

Email: sharon.yap@mountfaber.com.sg / ian.fong@mountfaber.com.sg

Annex 1

The World's Tallest Artificial Christmas Tree*

Singapore sends a seasonal salute from the sky this Christmas, in a blaze of beautiful yuletide fire and light.

From the starry green belt on top of Mount Faber, the World's Tallest Artificial Christmas Tree*, proudly sponsored by Genting International will shimmer this Christmas, to send season's greetings to the many who will be able to see it from many areas of Singapore.

This 61m tall Christmas tree is really an exquisitely and ingeniously bedecked Singtel transmitter tower, sumptuously adorned with 11520m of artificial pine tree leaves, 15,000m of dazzling white Fairy Lights, 200m of Rope Lights, 500 enchantingly blinking strobes and 40 breathtaking Icicle Lightings. It stands gorgeously on the east side of the shimmering Jewel Box, a structure with glittering starlit facades, shining glass rooms and twinklingly lit, jewel-coloured cable cars entering and reemerging from within the structure and into the night sky.

This Christmas, this magnificent form will singularly constitute a stunning light show for viewers across great distances, with kilometers of brilliant lights bedazzling and transforming, three times a day at 8.00pm, 10.00pm and 12.00 midnight, to the accompaniment of musical Christmas strains. Especially bewitching for dinner guests at the Faber Rock (between the Jewel Box and the World's Tallest Christmas Tree), the grand finale of the dinner show will be a supernova explosion of 10 Silver Flitter Mines, with the thrilling sounds of accompanying pyrotechnics.

*Standing at 61m, just next to The Jewel Box on Mount Faber, the World's Tallest Artificial Christmas Tree is subject to the endorsement from the Guinness World of Records. The application is currently being carried out.