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Another Jewel in The Crown at Singapore's Iconic Hilltop Destination

OPENING OF THE JEWEL BOX'S PIONEERING GREEN ARCHITECTURE STRUCTURE CELEBRATES NEW LANDMARK AND NEW DINING CONCEPT AT SINGAPORE'S ICONIC HILLTOP DESTINATION

October 13, 2008 – Singapore's iconic hilltop destination, The Jewel Box, celebrates the birth of a new pioneering green architectural iconic building situated in the lush surrounds of Mount Faber. This much-anticipated new structure will house two new dining concept restaurants.

This unveiling and the changing of the names of the restaurants and venues gem-inspired monikers complete phase two of the re-conceptualization and finalizes the full integration of The Jewel Box branding, where excitement from the sparkling "Gems" are ready to be discovered within this Singapore's iconic hilltop destination. "Finally, The Jewel Box brand positioning has been reinforced while the brand vision has been brought to life after four over years" Ms Susan Teh, CEO of Mount Faber Leisure Group.

"Sapphire" and "Empress Jade" are The Jewel Box's newest gems with superb dining options offering international and contemporary Chinese cuisines.

Both Empress Jade and Sapphire will offer a dining experience second to none as guest of honour Minister of State for Trade and Industry Mr. S Iswaran and revered guests attend the official launch on 13 October 2008. The Jewel Box will set the sky ablaze with its renowned fireworks along with exclusive performances by leading Singaporean entertainers.

Guests at the launch will indulge their taste buds with the latest gourmet creations of Mount Faber Leisure Group Consulting Chef Jereme Leung adding to the venues appeal with a unique menu of his culinary creations.

The most distinctive feature of the new structure is the eight three storey high curved timber arcs. These arcs support a Teflon roof over the Empress Jade restaurant which is completely enclosed in glass. A soaring Angsana tree which pierces through the structure creates the illusion of supporting the architecture. Wrapping the tree in a crystalline textured encasement, produced in the conservation technique, a 'tree-in-a-vase' effect.

The design uses a glue lamination "gluelam" technique to bind Hiba wood to create elegantly curved arcs that tower over the Mount Faber site. This

gluelam technique is the first time this method has been used in Singapore if not the region.

Architectural firm KYTA has worked with the National Parks Board to integrate three mature Angsana trees into the building carefully integrating the new restaurants helping preserve the natural environment of Mount Faber. Where possible building materials have been recycled such as timber decking used for restaurant flooring.

The whole construction is the result of an investment in cutting edge innovations and creative execution. From the glue laminated Hiba wood, to the incorporation of LED lighting in the timber arcs pulsing like fireflies in the night, the dining experience for guests will be both stylish and unforgettable. In addition the unique kitchen is set behind a transparent glass wall in the gardens and viewed from the dining area across The Jewel Box's well loved Koi pond.

Truly a sophisticated and memorable night, the opening of these new concept restaurants will be a significant benchmark in Singapore's dining scene for years to come. This breathtaking and pioneering building is set to be a guaranteed success reinforcing The Jewel Box reputation as Singapore's iconic hilltop destination.

About The Jewel Box

The Jewel Box is located at 109, Mount Faber Road and is owned by Mount Faber Leisure Group. The overall architecture of the central building resembles a musical jewel box whose luminous lustre can be witnessed from afar. Inspired by the mechanism of a jewel box, the cable cars that traverse in and out of the unique façade at night are glittering cabins that serve as entry points to uncover and delight in the many gems that can be found in its confines. The Jewel Box offers novel experiences like sky dining and cable car rides as well as an unsurpassed view of the harbour and the city skyline. Strategically located just 10 minutes from the city, it also serves as the main gateway to Sentosa.

The iconic hilltop destination houses several F&B establishments including Black Opal a stylish and chic air-conditioned dining venue with glass walls offering a spectacular view of the surrounding nature and harbour; Moonstone, an open-air dining area where guests can relax and dine under the evening sky; Emerald Lodge which is located a short walk away from the main building and set amidst lush greenery and ideal for a cosy, casual meal. The recent expansion of new dining concept includes “Sapphire” and “Empress Jade”. Both venues with superb dining options offer international and contemporary Chinese cuisines and are housed in the new pioneering green architecture iconic building.

Since its inception in 2005 “The Jewel Box” has constantly improved its facilities and services. This has resulted in numerous awards and evidenced by being the 2nd most visited paid attraction in Singapore. This new iconic structure, a S\$10 million investment, is the next stage in our development to attract tourists and drive tourism receipts whilst adding to our green city reputation.

Mount Faber Leisure Group’s vision “a destination of its own” is to turn Mount Faber into a world renowned destination with highly a differentiated customer experience through uncompromising customer service quality. This is achieved through our constant creativity and innovation, enhancing the experience of our guests.

The Jewel Box: Awards and Accolades

- Awarded Top 1000 Performing Companies in Asia Pacific, 2006 by Dun & Bradstreet
- Awarded Top 10 Best Family Experiences, 2006 by Singapore Tourism Board (STB)
- Achieved Singapore's Second Most Visited Paid Attraction, 2006 by STB
- Achieved Best Reinvented Attraction Award, 2006 Association of Singapore Attractions
- Winner of Souvenir Awards, 2006 by International Association of Amusement Parks and Attractions (IAAPA)
- Awarded Distinguished Excellence Award for Marketing Excellence by IAAPA
- Awarded Best Toilet for the World Toilet Category by French International Website
- Voted as one of the Seven Wonders of Singapore, 2007 by The Straits Times

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