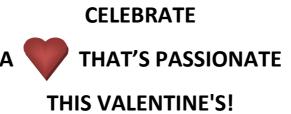


109 Mount Faber Road The Jewel Box Singapore 099203 Tel: (65) 6270 8855 Fax: (65) 6273 4639 www.mountfaber.com.sg



### FOR IMMEDIATE RELEASE

**29 DECEMBER 2009** – Love is a wonderfully passionate and this Valentine's, The Jewel Box, Singapore's iconic hilltop destination, invites all madly in love to celebrate your love story on this beautiful, iconic hilltop paradise!

Celebrate a love that is '*evanescent, spontaneous, unexpected and unrehearsed*'! Serenade her with an impromptu love song, sweep her off her feet and whisk her to the garden for a quick waltz, go down on your knees the classic way and slip the ring on her finger, dine under the night sky and wish upon a shooting star, charm her with a stunning sunset and a verse of poetry, or simply stare dreamily into each other's eyes.

Sip **Pure Passion** – our specially-concocted cocktail for Valentine's Day - over quiet conversation and indulge in our **range of 4-8 course Passion menus** at two gem-inspired dining venues; **Black Opal and Sapphire**.

Gastronomic delights in the menus include, among other dishes, Grilled Portobello Mushroom with Maine Crab Cake, Creamy Butternut Squash Bisque, Roast Baby Lamb Rack, Caramelized Banana Panna Cotta, and Fine French Ceneri Cheese.

Steal a kiss under falling 'snowflakes' in The Jewel Box's **special 'snow' show** and seal treasured memories with a photograph against the backdrop of **stunning views of the city and harbour.** On Feb 14, couples who are passionately in love with each other will receive an exclusive gift especially from The Jewel Box!

The Jewel Box's Passion menus (from \$268++ per couple) are available only for dinner from **12** to **14 February 2010**, and include a **complimentary glass of champagne**, and admission to

the 'snow' show. The specially-concocted Valentine's Day cocktail, **Pure Passion**, is available throughout the day from **1 to 28 February 2010**.

For enquiries and advance reservations, please contact 6377 9600 / 6377 9688 or visit www.mountfaber.com.sg.

## COMPLIMENTARY SHUTTLE BUS SERVICE

For the convenience of guests travelling between The Jewel Box at Mount Faber, HarbourFront and Sentosa, Mount Faber Leisure Group is running a free shuttle service during the period of the cable car transformation.

The shuttle service from HarbourFront to The Jewel Box runs between 9.15am and 10.45pm, and departs every 30 minutes. The shuttle service from HarbourFront to Sentosa runs between 9.30am and 5.30pm and departs every 15 minutes.

The free shuttle service is available for all guests travelling to and from The Jewel Box, providing an easy transport option for guests of The Jewel Box's five restaurants, retail outlet, function and conference facilities.

# For more information or high-res photographs, please contact any of the following:

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## ABOUT THE JEWEL BOX

Nestled in the lush surrounds of tropical rainforest atop Mount Faber, and strategically located just 10 minutes from the city The Jewel Box is undeniably Singapore's iconic hilltop destination.

Owned by Mount Faber Leisure Group, The Jewel Box is the brainchild of CEO Ms Susan Teh who was instrumental in transforming Mount Faber from a cable car station to Singapore's second most visited paid tourist attraction and Singapore's iconic hilltop destination.

The recent unveiling of the new extension together with the changing of the names of The Jewel Box's other epicurean restaurants to 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 Singapore's iconic hilltop destination.

The Jewel Box also offers novel experiences like sky dining and cable car rides as well as an unsurpassed view of the harbour and the city skyline.

Since its inception in 2005, The Jewel Box has constantly upgraded its facilities and maintained top-notch service standard. Stunning views of the harbour and city skyline, memorable epicurean experiences, attentive service and an attention to detail make The Jewel Box the ideal venue for any occasion.

This has resulted in numerous accolades; evidenced by being recognised as the 2<sup>nd</sup> most visited paid attraction in Singapore. More recently, The Jewel Box has been accredited as a Singapore Service Star by Singapore Tourism Board.

### About Mount Faber Leisure Group

Established in 1974, Mount Faber Leisure Group is a leading player in the tourism and leisure industry. Its key businesses encompass attraction management, food and beverage, coach services, tours and retail, enabling its transformation from a cable car station to a world-class destination of its own.

Mount Faber Leisure Group constantly strives with a vision to turn Mount Faber into a worldrenowned destination of a highly differentiated lifestyle experience with top-notch customer service quality.

### The Jewel Box: Awards and Accolades

- Accredited 'Singapore Service Star' in 2008 by Singapore Tourism Board
- 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, 2006 by International Association of Amusement Parks and Attractions (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