



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

'LO HEI' WITH A VIEW AT THE JEWEL BOX

FOR IMMEDIATE RELEASE

08 JANUARY 2009 – For those who are keen to celebrate the Lunar New Year with a difference, celebrate with family and business associates against the backdrop of lush greenery and the panoramic view of the city and harbour at The Jewel Box.

This Lunar New Year, The Jewel Box invites diners to welcome the Year of the Ox in style with an array of culinary treasures to tantalize festive palates.

Mount Faber Leisure Group's world-renowned Consulting Chef Jereme Leung has designed exquisite Lunar New Year Set Menus featuring Singapore Chinese Heritage Cuisine to herald in prosperity, longevity and good fortune!

A range of 7-9 course set menus will be available from 19 January to 09 February 2009 and includes a platter of Salmon Yu Sheng (for 4 and 6 persons), Parang and Salmon Yu Sheng (for 8 and 10 persons) and Abalone and Salmon Yu Sheng (for 10 persons).

Signature items in the range of different set menus include Traditional Soya Smoked Fish, Shanghai Style; Braised Soon Hock Fish With Tofu and Eggplant in Spicy Sauce; Red-Braised Shark's Fin With Four Treasures; Twice-Cooked Crispy Duck Flavored With Ginger And Scallions; Steamed Marble Goby In Superior Soya Sauce; Jelly Fish And Vinegar Cured Cucumber Salad, Beijing-Style.

The Jewel Box Lunar New Year Set Menus are available at **Empress Jade** for lunch and dinner from **19 January to 09 February 2009**, with **special Reunion Dinner menus** offered on **25 January and 1 February 2009**.

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

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 2nd 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 world-renowned 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 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

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

Ian Fong / Tim De Guzman

PR Director / Associate PR Manager
Sirius Art Pte Ltd
3B Teck Lim Road
Singapore 088381
DID: 63248724 / 63248723
Mobile: 96730259 / 90725101
E-mail: ian@siriusart.com.sg / tim@siriusart.com.sg

Paul Terdich / Eiktha Khemlani

Assistant Marketing Manager / PR & Marcom Executive
Mount Faber Leisure Group Pte. Ltd. (197000546C)
The Jewel Box, 109 Mount Faber Road, Singapore 099203
DID: 6377 9627 / 6377 9695
Mobile: 8189 6819 / 9793 0270
Fax: 6273 4639
Email: paul.terdich@mountfaber.com.sg / eiktha.khemlani@mountfaber.com.sg
Web site: www.mountfaber.com.sg