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Mount Faber Leisure Group Is Proud To Unveil Another World's First For Singapore!

EMBARGOED UNTIL 2:00PM, 27 APRIL 2009

27 APRIL 2009 – Mount Faber Leisure Group proudly announced the cable car system replacement and the unveiling of the World's First Jeweled Cabin together with the new fourth generation of cable cars this morning amidst much anticipation. Launched by Guest-of-Honour Mr. S Iswaran, Senior Minister of State for Trade and Industry and Education, the unveiling ceremony was attended by approximately 200 key guests from the tourism and media industry, as well as key government agencies and project partners.

The system will comprise 67 stunning cabins that sparkle like gems in the night with state-of-the art design. It is also a level walk-in cabin with a maximum seating capacity of 8 passengers. The increased capacity helps alleviate traffic in the Southern precinct and makes the operation more eco-friendly. The cable cars will also operate on a mono-cable, which will be raised from its current height of 90m above the sea to 110m, instead of the current bi-cable system.

When it is completed next year, the new generation of cabins will embody cutting edge state-of-the-art design and new technology. The cabins will have a modern, sophisticated and classy streamlined metallic black and chrome design. Each cabin seats 8 and comes equipped with large panoramic windows, flip-up seats, level walk-in concept for easy access for wheelchairs and baby prams, interior and exterior ambient lights, mp3 music system and a removable table with cup-holder for Sky Dining™.

Through its clear crystalline body and exterior Jewel LEDs, the cabins will gleam like gems in the sky. No longer will the cable car be seen as a means of transportation but as a premium Jewel Ride Experience! Thus, the cable car rides will be rebranded as Jewel Rides.

"Over the years, the Mount Faber Leisure Group has consistently introduced new and diverse initiatives to enhance visitors' experience making the cable cars one of

the most popular attractions in Singapore. This constant effort to rejuvenate the attraction is important for Singapore's tourism sector, enabling us to remain attractive and competitive. Both local and overseas visitors can look forward to a memorable ride in the new cabins when completed next year. It will certainly enhance the vibrant Southern Waterfront precinct.” said Mr S Iswaran, Senior Minister of State for Trade and Industry and Education.

Another Innovative World's First

The most exciting highlight that will catch the world's attention will be the World's First 7* VIP Jeweled Cabin. The result of an interior design collaboration between CEO of Mount Faber Leisure Group, Ms Susan Teh, CWA Constructions and Swarovski, the unbelievably stunning 7* VIP Jeweled Cabin comfortably accommodates 4 passengers and is adorned with Austrian Swarovski crystals in both the interior and exterior. The 7* Cabin will also be furnished with a glass floor enhanced with Swarovski crystal diamonds, large, comfortable leather upholstery chairs with its arm rests covered with Swarovski black glittering crystal fabric, roof illumination through Swarovski diamond glass panels, foot ambient lights, DVD player with 19" LED screen, a fridge and high-end Bose sound system.

The new cable car cabins will continue to provide visitors with a unique space for special occasion like wedding, birthdays, anniversaries, company events, MICE and a myriad of exhilarating experiences such as Sky Dining™.

According to Ms Susan Teh, Chief Executive Officer for Mount Faber Leisure Group, the move is in line with the third phase of the company's strategic development plan for The Jewel Box. She said, “This is in line with our strategic development plan for The Jewel Box and truly the most exciting. It is part of our business strategy to prepare ourselves to cater to the ever changing appetite of the tourism and leisure industry for the next decade of the 21st century.”

Referring to the 7* VIP Jeweled Cabin she adds, “We are truly proud to launch another World's First in Singapore. This unique cabin is something that will differentiate us from the rest of the world. It will be a great experience for Singaporeans and tourists alike.”

The company recognizes the importance of cableways in the tourism landscape not just in Singapore but in the world over, and managing a national icon of 35 years, it constantly strives to maintain Singapore cable cars' world-class standing.

The Transformation and Challenges

Mount Faber Leisure Group is working with leading names in cable car design and ropeway engineering, CWA Constructions SA/Corp and Doppelmayr/Garaventa Group. The company places safety as its priority and wants to make certain that it works with only the best and most experienced specialists in the cable car system replacement.

Some of the greater challenges of the overhaul include fitting the new ropeway from a bi-cable to a mono-cable system in the existing terminal buildings, the assembly and pulling of the ropes because of The Jewel Box's unique location, and the height elevation of the existing midway Selegu Tower from its current 90m above sea level to 110m.

Mr. Michael Doppelmayr, CEO of ropeway engineering company, Doppelmayr/Garaventa Group, looks forward to the completion of the project with much anticipation. He said, "We are extremely glad to be a big part of the new cable car system. It is certainly one of the most outstanding projects that we have and will cause a worldwide stir,"

He added, "In collaboration with Mount Faber Leisure Group, we accept the special challenges and will meet them to the complete satisfaction of all parties involved. We are already looking forward to implementing the brilliant ideas and farsighted decisions of the team from Mount Faber Leisure Group."

For cable car cabin design company, CWA Constructions SA / Corp, who has established a long-term relationship with Mount Faber Leisure Group through the years of working together on the various generations of cable car cabins, teaming up again is quite an honour.

Mr Félix Rhyner, CEO of CWA Constructions, said, "We are very proud and honoured to continue our long-term relationship between Mount Faber Leisure Group and CWA with the supply of the 4th generation of cabins. The new system will be enhanced by a specially-designed 7* VIP Jeweled cabin adorned with Swarovski crystals. This design is the fruit of very intense and active work between Ms Susan Teh, CWA and Swarovski."

“Throughout the changing generations in both companies, it was always a very warm, friendly and nice relationship. However, the power of Ms Susan Teh to bring the right people together merits a special recognition. She did put an immense personal effort into this project to make it come true; from her vision to today’s reality! In that regard, we would like to thank her very much for it.”

He added, “We are convinced that this will become a must-see attraction, by day and night that will showcase the beauty of Singapore. We wish Mount Faber Leisure Group great success with this upcoming cable car system replacement!”

Mount Faber Leisure Group will undertake the system replacement beginning August this year and will launch the re-opening of the attraction by the second quarter of 2010. On-going promotions are being planned to entice both locals and tourists to experience the current cable car rides before it closes for the transformation (Please see Annex A for details on the promotion and mechanics).

This is a major signal of confidence in the Singapore tourism industry, all the more because it comes at a time when the tourism and leisure industry needs a boost. Mount Faber Leisure Group believes that the shift to a whole new cable car system is quite timely. The company recently recorded strong profits in their year-end performance and attributes this to good forward planning and anticipation of future demand.

Backgrounder

The complete cable car system replacement is the third phase in Mount Faber Leisure Group's overall strategic development plan to make The Jewel Box an iconic world-class destination. From the humble beginnings as a cable car station in 1974, to being among the leading players in Singapore's travel and leisure industry now, Mount Faber Leisure Group continuously strives to be on par with the latest innovations and provide the market with novel concepts and excellent service.

It has been Mount Faber Leisure Group's direction to differentiate itself from the rest of the world by constantly creating significant World First products and services for Singapore.

Mount Faber Leisure Group has been a part of a number of significant World Firsts for Singapore:

1. World's First Glass-Bottomed Cable Car Cabins
2. World's First Sky-Dining™ In The Cable Cars
3. Lighting Up Of One Of The World's Tallest Artificial Christmas Tree At 61m
4. World's First Self-Activated Pyrotechnics From The Cable Cars
5. The Only Singapore Company To Be Awarded The Best Toilet In The World For The World Toilet Category By French International Website
6. The Only Company In The World To Be Presented With The World's Only Life-Size Cable Car Cabin By Lego
7. World's First Santa Sleigh Ride In The Air
8. First In The Region To Use Glue-Laminate Technique For its New Green Architectural Extension

The recent unveiling, in October 2008, of the new extension together with the changing of the names of The Jewel Box's other epicurean restaurants to gem-inspired monikers completed 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 first phase of transformation - the conceptualization of The Jewel Box in 2005 by Mount Faber Leisure Group's CEO Ms Susan Teh – resulted in The Jewel Box being recognized as Singapore's second most visited paid tourist attraction, one of Singapore's Seven Wonders and Singapore's iconic hilltop destination.

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.

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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.

EMPRESS JADE

The Jewel Box's new green architectural structure houses one of The Jewel Box's newest gems, Empress Jade. A structural delight in itself, Empress Jade showcases graceful arcs crafted from Hiba wood and an arresting crystal core. Boasting magnificent views as you indulge in Singapore Chinese Heritage cuisine from acclaimed consulting chef Jereme Leung, Empress Jade offers an epicurean experience like no other.

SAPPHIRE

Utilizing green architectural concepts by incorporating four mature Angsana trees into the design of the building, The Jewel Box's new green architectural extension houses Sapphire. With an appetizing menu of international and local delights, Sapphire's added sparkle comes from its lush green backdrop, and unparalleled view of the picturesque harbour front and city skyline.

EMERALD LODGE

Situated a few steps from the Jewel Box on an upper terrace on Mount Faber, Emerald Lodge boasts gastronomic western cuisine and a breathtaking view of the city skyline. Take a breather and enjoy a respite from the city's hustle and bustle in a casual setting inspired by nature.

MOONSTONE

Moonstone's alfresco dining adds charm to a menu bursting with gastronomic western cuisine and breathtaking views of the harbour front. Relax and unwind under a canopy of lush greenery and be romanced by the magic of dining under the stars.

Moonstone's open spaces and impeccable service combine to provide you with the perfect setting to enjoy good company and great cuisine.

BLACK OPAL

Decked in glass, Black Opal gleams with an elegant atmosphere, impeccable service and stunning harbour front views. Sleek and lavish décor showcases intimate lighting, ornate furnishings and a table setting that exudes a toned opulence perfect for intimate parties, private dinners and cocktails.

SKY DINING

The first of its kind, sky-dining offers an extraordinary dining option and transforms an ordinary meal into a magical moment that will leave a lasting impression. Feast on gastronomical delights in a cable car 90 metres above the sea. Be captivated by the setting sun and watch enthralled as the night unfolds a picturesque Singapore landscape.

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.

Mount Faber Leisure Group/The Jewel Box: Awards and Accolades

- Accredited 'Singapore Service Star' in 2008 by Singapore Tourism Board
- Faber Tours Awarded Top 100 Best Performing SMEs in Singapore, Malaysia, Thailand and Indonesia, 2008 by Dun & Bradstreet
- 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 Attractions 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:

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ANNEX A

Mount Faber Leisure Group celebrates 35 successful years in business! To show our appreciation and to thank our guests from all over the world and our fellow Singaporeans, we are pleased to launch exclusive promotions.

A GIFT TO THE CHILDREN AROUND THE WORLD IN CELEBRATION OF 35 SUCCESSFUL YEARS IN BUSINESS

28 April 2009 to 15 August 2009

Mount Faber Leisure Group is giving all children around the world a chance to share a nostalgic moment in time with their parents and family. As a gift to all children worldwide, children can ride the cable cars for free from 28 April 2009 till the cable cars close for its system replacement. Kids will be able to experience the sense of sheer joy and exhilaration of riding in the cable cars 90m above the sea, and with the view of the world beneath their feet.

THE JEWEL BOX THANKS OUR GUESTS BY GIVING AWAY \$28,000 IN CASH!

28 April 2009 to 31 March 2010

The Jewel Box thanks our guests for their support for the past 35 years and in appreciation, we are giving away \$28,000 in cash!

Every \$10 spent at The Jewel Box, Singapore's iconic hilltop destination, entitles you to one chance to win \$1,000 in our fortnightly cash giveaway!

Look out for more surprises during the Christmas, New Year and Chinese New Year festive season when you can expect bonus cash giveaways of up to \$2,500 in the months of December 2009 and February 2010!