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**EXCLUSIVE DINNER ON THE HILL:  
THE JEWEL BOX IS SELECTED AS CHOICE DINING VENUE  
FOR APEC DELEGATES**

**FOR IMMEDIATE RELEASE**

**10 November 2009** – The Jewel Box, Singapore’s iconic hilltop destination, is pleased to be selected as a choice dining venue for the distinguished delegates of this year’s APEC Summit.

The delegates, comprising High-Ranking Government Officials, Foreign Delegates, Ambassadors, CEOs and Top Executives will be having an exclusive cocktail reception specially presented for them at **Sapphire**, followed by a delectable dinner cum intellectual dialogue sessions at the **Diamond Palace** ballroom.

‘We feel privileged that The Jewel Box, Singapore’s Iconic Hilltop Destination has been selected as a choice dining venue for the APEC delegates this year. It is also timely for the APEC delegates to experience the highly successful Jewel Christmas Musical Light and ‘Snow’ Show, our very own Singapore creation during their visit. We want it to be a memorable evening for them.’ said Ms Susan Teh, CEO of Mount Faber Leisure Group.

In line with the dialogue’s topic on sustainable development the APEC delegates will be offered a specially created 3-course epicurean Western vegetarian dinner menu. This is in line with the dialogue’s topic on sustainable development with the intention to start it off with a healthy yet tantalizing meal. This is also a special request from the APEC committee.

As a Singapore attraction, The Jewel Box will give a taste of Singapore flavor to our APEC delegates by offering a specially created tropical longan mocktail as a welcome drink for all the APEC delegates from our top bartender specialist.

Nestled atop Mount Faber, amidst lush greenery, The Jewel Box is Singapore's Iconic Hilltop Destination, which houses 5 exclusive dining venues, each named after gems and offering unique experiences; Black Opal, Empress Jade, Emerald Lodge, Moonstone and Sapphire.

As Singapore's iconic hilltop destination and a key local attraction, The Jewel Box has built itself as a must-visit destination and has been awarded 2<sup>nd</sup> most visited paid attraction in Singapore. The Jewel Box proudly presents to the APEC delegates and to the world audience our highly differentiated and iconic product offerings and a list of World Firsts created in a local attraction.

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
9. World's First 7\* VIP Jeweled Cabin (coming in 2nd quarter 2010)

This visit is also timely as the APEC delegates will be entertained by the highly-anticipated Jewel Christmas Musical Light and 'Snow' Show – a signature Singapore-created yearly event visited by people all over the world.

**For more information or high-res photographs, please contact 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.

### **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, 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.

## **WORLD'S FIRST 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.

## **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