



UNITED SQUARE WINS SRA AWARD FOR BEST CENTRE MANAGEMENT

TENANTS RATE UNITED SQUARE HIGHLY IN CENTRE MANAGEMENT

United Square Shopping Mall, the kids learning mall, is awarded Best Centre Management at Singapore Retailers Association Award (SRA) 2009. The SRA Award is aimed at recognising excellence in the retail industry.

Introduced in 2004, the Best Centre Management Award is an annual award, where tenants from each mall rate their landlord on a scale of one (lowest rating) to five (highest rating) in terms of management of relationship with tenants and mall maintenance efforts. United Square won the title as it accumulated the highest average score.

In receiving the award, Dolly Lian, Marketing General Manager of UOL Group, said: "We are delighted with the



result and honoured to be recognised for our efforts against a field of very tough competitors. We would like to thank our tenants for their strong endorsement. Cultivating a long-term, strategic relationship with tenants is a key factor of a successful shopping mall. Our win-win partnership with our tenants has been instrumental in firmly establishing United Square as a kids learning and pro-family mall."

The mall's constant upgrading efforts coupled with enthusiasm and creativity of the centre management team are contributing factors too. Recent enhancements include the addition of a new F&B cluster in the basement, as well as provision of TV and seats at the taxi-waiting area. Works are also underway to add two more lifts to the mall and to air-condition the lift lobby at the carpark deck. Both are expected to be ready in January 2010.

RIDE INTO BARNEY'S WORLD OF IMAGINATION AT UNITED SQUARE!

United Square celebrated Christmas with every child's favourite purple dinosaur – Barney! The enthralling and captivating performances drew in record crowd, and the atrium was packed to the brim, with shoppers filling the upper floors' corridors just to get a glimpse of the endearing Barney.

Barney, BJ, Baby Bop and Barney's cousin Riff, brought the audience on a spell-binding journey through their world of imagination. The story revolved around Barney teaching both the hosts and audience how to use their imagination. Kids were invited to put on specially fabricated hats that look like elephant, fish or plane. Kids enjoyed the shows immensely as they were captivated by the wondrous adventure of catchy songs as well as the elaborate props. The mall was also lit with bright



smiles and incessant camera flashes as families huddled to capture memorable moments with the characters during the Meet & Greet sessions after each performance.

As the mall ushers in the Lunar New Year, shoppers can look forward to attractive redemptions ranging from exclusively designed ang bao packs, fortune packs filled with delicacies to festive condiments tray.



A SPECTACULAR CHRISTMAS CELEBRATION AT VELOCITY



This festive season, shoppers at Velocity@Novena Square had a great time at the Velocity 0° Party with good deals, as well as dazzling entertainment by professional ice skaters from Stars on Ice, Australia, exciting ice hockey and ice skating competitions. As usual, children had the most fun where they played with snow and ice skated for free when their parents shopped at Velocity.

To kick off the Christmas promotion, twelve man-size ice sculptures were brought into the shopping mall for the launch of the Velocity 0° Party. Over 500 shoppers who spent more than \$60, walked in the Velocity Ice Park with falling snow, took a ride down the ice slide, had a game at the ice bar and snapped a picture in the ice sleigh! To add icing on the frost, each of the shoppers got a free print-out picture of themselves in the ice park. They were also given the option of going to the Velocity Facebook Fan Page to download the soft copy of their picture.

Over 40 young skaters aged of 5 to 16 years old from Tropical Blades Ice Skating Club, All Stars Figure Skating Club, Henry Park Primary School Ice Skating Club and Ice Skating Association of Ngee Ann Polytechnic displayed vitality, energy and flair at the 2nd Velocity Figure Ice Skating Competition held in the mall. Besides single-skater performances, a new category for pair skaters was also added. Members of these clubs also put up three 30-minute exhibition performances where both skaters and their coaches performed, much to the delight of the shoppers in the mall.

For the upcoming Chinese New Year, shoppers can look forward to more deals when they shop. Velocity will be giving out specially designed red packets and exclusive decorative boxes when they spend \$50 and \$120 respectively. Shoppers will also be entertained by classical Chinese orchestra and fusion music during the promotional period. In addition, a lion dance performance will be brought into the mall to usher in a prosperous Year of the Tiger.



NEW PAN PACIFIC HOTEL TO OPEN IN SUZHOU, CHINA



Pan Pacific Hotels Group will be opening another hotel in China in January 2010, in line with its growth strategy for the country. The 484-room hotel, currently Sheraton Suzhou Hotel and Towers, will be rebranded as Pan Pacific Suzhou. The Group also opened Pan Pacific Xiamen in August 2009.

"The rebranding and opening of Pan Pacific Suzhou will heighten the profile of the Pan Pacific brand and that of Pan Pacific Hotels Group in China," said Mr A. Patrick Imbardelli, President and CEO of Pan Pacific Hotels Group. "We look forward to it joining its sister hotel Pan Pacific Xiamen in bringing the Pan Pacific experience to more guests in China."

In preparation for its opening as Pan Pacific Suzhou in January, the hotel's key areas will be enhanced and upgraded to align to the renowned Pan Pacific brand standards of hospitality – synonymous with personalised care and a culture of subtleness, delicate service and attention to detail.

PARKROYAL WINS PATRON OF THE ARTS AWARD

PARKROYAL Hotels & Resorts has been awarded the Patron of the Arts Award by the National Arts Council. This award recognises corporations and individuals for their valuable contributions (cash or in kind) towards the promotion and development of the arts in Singapore.

Over the years, PARKROYAL Hotels & Resorts has been actively involved in the performing arts, especially with its youth arts programme, under the creative direction of Executive Director Ms Wee Wei Ling, aimed at developing talented budding artistes in Singapore. Earlier this year, it also sponsored the headlining musical, the Rodgers & Hammerstein's production of 'Cinderella', staged at the Esplanade and starring Lea Salonga.

The 2009 Patrons of the Arts Awards Dinner was officiated by RADM Lui Tuck Yew, Acting Minister for Information, Communications and the Arts. The event held at National Museum of Singapore, Glass Atrium, was carefully planned to cater for a more intimate and meaningful interaction between sponsors and their beneficiaries through a western sit-down



dinner. Eric Levy, Senior Vice President of Development from Pan Pacific Hotels Group represented PARKROYAL Hotels & Resorts at the dinner to receive the award.