PRCOMMUNICATIONS

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HARRY'S INTERNATIONAL APPOINTS PR COMMUNICATIONS TO RE-LAUNCH THE ICONIC HOTEL – THE CLUB

SINGAPORE, 30 March 2015 | Singapore-based public relations (PR) agency, PR Communications, has been appointed by Harry's International Pte Ltd for The Club with immediate effect after a competitive pitching process.

The Club is the latest hospitality destination to be launched by established bar and dining chain Harry's International Pte Ltd, which currently maintains 20 outlets islandwide.

The 12-month contract awarded to PR Communications will see the agency managing the destination's overall media communications strategies and opening activities encompassing its luxury rooms and five F&B venues.

"We are tremendously delighted for the reopening of The Club as it undergoes a facelift with exciting new offerings. Located at Ann Siang Hill, a stone's throw away from Chinatown, and just minutes from Singapore's Central Business District, the stately 1900s heritage building will be given a fresh and colourful new look. Together with our partner PR Communications, we hope to invite discerning travellers and locals with a penchant for the finer things in life to stay, dine and drink at The Club right in the heart one of Singapore's most trendy districts." said Ms Sharon Seong, General Manager at The Club.

Mr Eric Chan, Managing Director at PR Communications added, "We are very pleased to be working with The Club on their reopening. We believe the opening of The Club will bring a fresh jolt of energy, excitement and sophistication to Ann Siang Hill, and we look forward to The Club becoming both a starting point and a destination for locals and visitors coming to the Ann Siang area."

Formerly known as The Club Hotel, The Club is slated to reopen its doors in mid-2015 with 20 luxuriously appointed guest rooms, and an interconnected mix of bars, restaurants and rooftop

venues. A destination in itself, the possibilities are endless as The Club brings guests through from day to night.

PR Communications is an award-winning Singapore-based public relations consultancy established in 1990 specialising in Lifestyle and Brand Marketing, Corporate Reputation, as well as Eco-PR. The Club is the latest addition to the agency's extensive portfolio of lifestyle brands including Chow Tai Fook, Samsonite, Singapore Tourism Board, and Thomas Sabo.

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About The Club

Managed by the well-established bar and dining chain, Harry's International Pte Ltd, The Club is a brand new concept. Housed in the 1900's colonial heritage building, the 20-room hospitality destination is located along Ann Siang Road, a stone's throw away from Chinatown and Singapore's central business district. Featuring an interconnected mix of bars and restaurants and luxury rooms, The Club is a stylish and cosy destination to start the day, meet for lunch, have a drink in the evening, and stay the night.

The Club is located at:

28 Ann Siang Hill
Singapore 069708
Tel: +65 6808 2183
Email: inquiry@theclub.com.sg

For more information, please contact:

Ms Sharon Seong
General Manager
The Club
Tel: (65) 6808 2183 Fax: (65) 6808 2189
Email: Sharon@theclub.com.sg

Shanthi Regupathy / Ng Lay Peng
PR Communications Pte Ltd
Tel: (65) 6227 2135 Fax: (65) 6227 3915
Email: shanthi@prcomm.com.sg / laypeng@prcomm.com.sg