



MEDIA RELEASE

For Immediate Release

RESORTS WORLD AT SENTOSA JOINS THE PEOPLE'S ASSOCIATION CORPORATE PARTNERSHIP SCHEME

Resorts World at Sentosa sponsors over \$1 million in cash and in kind to the People's Association to bring people together and organise pro-family activities to build strong family bonds.

Singapore, 4 August 2009, the People's Association (PA) and Resorts World at Sentosa (RWS) today announced a corporate partnership that will offer many opportunities for RWS to reach out directly to Singaporeans through the PA's grassroots network.

2 A Memorandum of Understanding (MOU) was signed between the Chief Executive Director of PA, Mr Tan Boon Huat and the Chief Executive Officer of RWS, Mr Tan Hee Teck under the PA Corporate Partnership Scheme. The scheme aims to create opportunities for socially-responsible corporations to work with PA's extensive grassroots network to support programmes and initiatives that promote social cohesion and community service. By working with the PA, corporations can reach out to the community through meaningful participation in local-level initiatives that share common social and corporate objectives.

3 Mr Tan Boon Huat, said, *"We are happy to welcome RWS as our new Corporate Partner. Our Grassroots Organisations now have more variety of venues to hold their events at the facilities at Resorts World at Sentosa. With*



these attractions, grassroots events can attract more residents, opening up opportunities to make friends and support social cohesion.”

4 Slated for a soft opening in early 2010, RWS will commit over \$1 million in event and venue sponsorship to the PA, its Grassroots Organisations (GROs), PAssion Card and Chingay 2010 next year. RWS’s commitment to the PA includes privileges for the GROs’ use of the meeting packages and facilities, Universal Studios Singapore and performances at its resident circus spectacular Voyage de La Vie. The sponsorship will not include the gaming aspect of RWS’s integrated resort.

5 RWS’s Chief Executive Officer, Mr Tan Hee Teck said: *“RWS is part of Singapore and we strive to share our journey with Singaporeans. People’s Association is the patriarch of grassroots movement in Singapore and through this partnership, we hope to become the Singapore IR – a place where Singaporeans work and have fun.”*

6 Under the MOU, RWS’s sponsorship among others include:

a) Chingay 2010 – RWS is participating in Chingay 2010 for the first time and Singaporeans can expect to see RWS’s very own float, specially designed to entertain the crowd at one of the most highly anticipated street festivals in the Singapore calendar. Works for the float’s design has started. More details will be revealed in the coming months;

b) ‘PAssion Card’ - PAssion Card holders can look forward to many exciting perks at Resorts World at Sentosa. These include priority bookings for Resort Tours, prizes for dining vouchers and attractive



merchandise of Resorts World and Universal Studios Singapore, as well as special promotions and packages.

- c) 'Mr & Ms Singapore Senior Pageant' – PA & RWS will jointly organise the 'Mr & Ms Singapore Pageant' in June 2010 to highlight that life is still beautiful in the golden years. The event celebrates and encourages our seniors to lead an active lifestyle, for them to take effort in their physical, social and mental well-being. Open to Singaporeans aged 50 and above, there will be two categories for the Pageant. Finalists from each category will enjoy complimentary makeovers, media filming and fashion tips to be at RWS. Winners of the pageant will become ambassadors for the PA and RWS to promote the lifestyles of the active aging. More details of the pageant will be released in early 2010.

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About People's Association

The People's Association's mission is to build and to bridge communities in achieving one people, one Singapore.

We do this through our network of 1,800 grassroots organisations, five Community Development Councils, the National Youth Council, National Community Leadership Institute, Outward Bound Singapore and Water-Venture.

About Resorts World at Sentosa

Slated to be one of the world's most exciting family destinations, Resorts World at Sentosa is a collection of resorts and attractions with a plethora of fun-filled offerings for the entire family.

Taking pride of place on Singapore's resort island of Sentosa and spanning 49 hectares of lush greenery amongst pristine lakes, this S\$6.59 billion mega-resort will be home to Southeast Asia's first and only Universal Studios theme park, the world's largest oceanarium – Marine Life Park and the region's only fully integrated destination spa – ESPA.

The Resort also boasts a total of 1,800 keys, spread across its six hotels of varying themes, with full conference and meeting amenities, including a ballroom that sits 7,300 delegates. Topping the list are the ultra-luxurious Maxims Tower, and the world's only Hotel Michael, named after famed US-architectural legend, Michael Graves who designed the entire destination. Other accommodation options include the trendy Hard Rock Hotel Singapore, as well as beach facing Spa Villas, perfect for some solitude and privacy.

Resorts World at Sentosa's myriad of MICE facilities will also be able to accommodate 35,000 delegates. Options include one of Asia's largest ballrooms with a capacity of 7,300 guests, 26 function rooms – most of which with garden views – as well as some of Singapore's most creative event venues within Universal Studios Singapore.

Beyond hotels and attractions, there will also be world-class entertainment to engage visitors. Most eagerly-anticipated is the Crane Dance – a spectacular multi-media moving art with cleverly choreographed animatronics' cranes set out at the waterfront.

An unparalleled array of retail and dining options at FestiveWalk, as well as roving acts and street performances await guests at the Bull Ring.

Resorts World at Sentosa opens its doors to the world in early 2010.