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Resorts World™ Sentosa Introduces Brand Ambassadors

Singaporean television personalities Mark Lee and Michelle Chia are the new faces of Resorts World Sentosa

SINGAPORE, 1 February 2010 – Resorts World Sentosa, home to Southeast Asia's first and only Universal Studios theme park, announced today that it has chosen well-loved Singaporean television personalities Mark Lee and Michelle Chia as its brand ambassadors.

Together they represent the essence of Singapore's first integrated resort, which combines fun, entertainment, family-oriented traits and lashings of local flavour.

Ms. Angela Lam, Director Destination Marketing at Resorts World Sentosa, said: "We have selected Mark and Michelle to be our brand ambassadors as they have an affinity with Singaporeans from all walks of life. They have already spent some rewarding moments at the resort and we are confident that our two popular personalities will encourage more people to take greater interest in Singapore's first integrated resort when they share their experiences with fellow Singaporeans."

In Resorts World Sentosa's first year of operation, Mark and Michelle will give Singaporeans insights to its hotels and attractions and share their own personal experiences about their stays at the hotels, gastronomical adventures at the food and beverage outlets, and their enthralling Ride The Movies™ experiences at Universal Studios Singapore. They will do this at special events that they host and on road shows.

Mark was chosen as Ambassador for his unique brand of humour and wit and as well for his hosting skills. With many fans among heartlanders and Chinese speaking audiences, family man Mark perfectly fits Resorts World Sentosa's appeal as an exciting and fun destination for the entire family.

Michelle, who has won the hearts of Singaporeans with her effervescent hosting skills and zestful personality, is popular with both English and Chinese speaking audiences, particularly among young adults and couples, herself being a newly-wed.

Both Ambassadors have a distinct style, and similarly will appeal to different segments of Singaporeans. Between the two of them, they will showcase the different aspects of Resorts World Sentosa – from the trendy places to hang out at as well as the many family friendly features.

Resorts World Sentosa, Asia's most exciting family destination, is home to Universal Studios theme park (the only one in this region), six hotels, a casino, the world's largest Marine Life Park as well as a host of entertainment options for the entire family.

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About Resorts World Sentosa

Slated to be one of the world's most exciting family destinations, Resorts World Sentosa is a collection of six hotels and attractions with fun-filled offerings for the entire family. Taking pride of place on Singapore's Sentosa island and spanning 49 hectares, this S\$6.59 billion (US\$4.4 billion) destination will be home to Southeast Asia's first and only Universal Studios theme park, the world's largest Marine Life Park, a destination spa – ESPA and a designer casino decked with exciting gaming opportunities. Six unique hotels complemented by creative meeting facilities, world-class shows and public entertainment, as well as celebrity dining and shopping options at FestiveWalk complete the experience. Resorts World at Sentosa began its phase opening with four hotels, on 20 January 2010.

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