

p r e s s r e l e a s e

A NEW OUTFIT FOR ITS RED CARPET ENTRANCE – RWS refreshes brand and logo in gearing up for its 2010 premiere

Singapore – 15 September 2008 – Resorts World at Sentosa (RWS) has tailored a new outfit for its highly-anticipated 2010 world premiere, in the form of its newly refreshed logo – complete with an added icon, even more vibrant colours and a brand new tagline.

In a six-month extensive brand positioning exercise that included focus groups across key markets, the updated logo – which retains RWS’s signature brush-stroke ‘R’ – is just one of the many initiatives that will take the company through its pre-opening marketing initiatives, to be rolled out next year.

“Everyone in Resorts World is very passionate about our brand. We want our updated logo to reflect our brand personality, our spirit and our aspirations, as we prepare to bring an unprecedented integrated resort experience to Singapore and the world,” said Ms Elena Arabadjieva, Deputy Vice President of Resort Marketing, Resorts World at Sentosa.

“The branding exercise was a necessary stage to build Resorts World into a premier hospitality brand. It is important to visualise the power of our product and the promise to our customers through our brand identity and all our creatives. The updated logo is just the first visual expression of what is yet to come for our marketing initiatives before 2010,” Ms Arabadjieva added.

For RWS’s new logo, the vibrant red is retained for the name ‘Resorts World’ to express joy and celebration, with a dash of yellow that hints a cheerful disposition. The stroke forming the initial ‘R’ symbolises excitement, amazement, delight and awe – a promise to all guests visiting the Resort and experiencing its slew of attractions when it opens in 2010. Along with its logo is a brand new icon – a globe that reinforces Resorts World as a world – and destination – filled with memorable experiences for all guests.

“Our refreshed logo, together with our marketing roll-out next year will no doubt bring a heightened anticipation about Resorts World at Sentosa leading up to our opening in 2010.” Ms Arabadjieva said.

The TBWA\Group, whose clients include big brand names such as Singapore Airlines, Standard Chartered Bank, Martell and Visa, spearheaded RWS’s brand positioning exercise.

“Resorts World at Sentosa is more than a centre of diverse and wonderful attractions. It is a place where people will come to be moved emotionally. By using the same Disruption methodology that has helped build many of the world’s most iconic brands, including Apple and Adidas, we found a very powerful idea around which to build this new brand – the first expression of which is the new logo” said Ms Nirmalo Wilkes, General Manager, TBWA\Singapore.

Southeast Asia’s first and only Universal Studios theme park, the world’s largest oceanarium – Marine Life Park, the region’s first destination spa by ESPA, six hotels as well as a slew of entertainment and culinary offerings are just some of the highlights that the Resort will offer when it opens in 2010.

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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 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 Residences, and the world's only Hotel Michael, named after famed US-architectural legend, Michael Graves who designed the mega-resort. Other accommodation options include the trendy Hard Rock Hotel Singapore, as well as 30 beach facing Spa Villas, perfect for some solitude and privacy.

Beyond resorts 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 animatronic 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.

Indeed, come 2010, Resorts World at Sentosa looks set to welcome 15 million visitors in its first year of operations, with its full array of family-friendly attractions. It will be a place that Singapore can proudly call its own.

About TBWA\Group

TBWA Worldwide (www.tbwa.com) creates disruptive ideas for global clients, including adidas, Apple, Beiersdorf, Henkel, Infiniti, Masterfoods, McDonald's, Michelin, Nissan, Pernod Ricard, Samsonite, Singapore Airlines, Standard Chartered Bank and Sony PlayStation. TBWA was named *Adweek's* 2006 "Global Agency of the Year" and is one of the fastest growing top-ten global agency networks. TBWA has 258 offices in 75 countries, and approximately 9,700 employees worldwide.

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