

NEWS



Image from top

- Two-Bedroom Pool Villa, Banyan Tree Phuket, Thailand
- Tibetan Lodge, Banyan Tree Ringha, China

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www.btpriatecollection.com

BANYAN TREE PRIVATE COLLECTION LAUNCHES FIRST ASSET-BACKED DESTINATION CLUB IN ASIA WITH PERPETUAL MEMBERSHIP

Singapore, 31 October 2006 – Banyan Tree Private Collection today announces the launch of the first asset-backed destination club in Asia offering perpetual and transferable membership.

Targeting discerning individuals, membership is attractively priced at a one-time joining fee of US\$120,000 with annual dues at US\$3,000. The annual cost, over a conservative period of 50 years, is a quarter of a seven-day stay in any Banyan Tree Resort. The club boasts one of the most attractive annual fees in the destination club industry, and offers distinctive brand experiences at exotic destinations in Asia, Europe and The Americas. The club has acquired villas in Tuscany, Italy and Provence, France and a serviced residence in London, United Kingdom as part of its portfolio expansion.

Members enjoy the indulgence of a second home without the expense of owning a property. Banyan Tree Private Collection members enjoy **true asset-protection** as the club's properties around the globe are safeguarded by an independent company, with shares held by trustee shareholders.

Fast Expanding Portfolio

Banyan Tree Private Collection will have a portfolio of more than 20 destinations, including 14 destinations currently under development in Barbados; Bali, Indonesia; Marrakech, Morocco; Punta Diamante and Mayakoba, Mexico; Kerala, India and Pilos, Greece.

Presently, Banyan Tree Private Collection comprises a selection of premium Two-bedroom Villas in Banyan Tree resorts located in Phuket, Thailand; Seychelles; Bintan, Indonesia; Maldives; Shangri-La and Lijiang in China. The club intends to acquire more villas in Europe, The Americas and Australasia and serviced residences in gateway cities.

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**Issued on behalf of
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Multi-faceted, Destination-specific Experience

Banyan Tree Private Collection's unique value lies in its complementary product offerings, ranging from resorts, spas, serviced residences and galleries to golf courses that allow the club to deliver multi-faceted, destination-specific experience and hospitality services. For those who desire tailor-made holidays, the club offers an *à la carte* menu of destination-specific experiences that can be prepaid. Exclusive travel experiences range from gourmet dinner on the rocks and spiritual temple treks, to diving with marine researchers.

Banyan Tree Private Collection members receive a perpetuity of special privileges at Banyan Tree's award-winning villas and spas, complete with impeccable service standards, amenities and facilities. Club members are entitled to seven days equivalent of villa use annually* and hassle-free travel with dedicated membership services and resort hosts, providing holiday planning services.

More information on Banyan Tree Private Collection may be found online at www.btprivatecollection.com. Membership enquiries may be directed to sales@btprivatecollection.com or membership services at +65 6849 5887.

**Entitlement may vary according to villa type.*

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About Banyan Tree Private Collection

Banyan Tree Private Collection is the first asset-backed destination club in Asia to offer perpetual and transferable membership. Managed by Banyan Tree group, Banyan Tree Private Collection will have a portfolio of over 20 destinations including properties in 14 destinations currently under development. Currently, the villas are located in Phuket, Thailand; Seychelles; Bintan, Indonesia; Maldives; and Shangri-La in China. Over the next few years, Banyan Tree Private Collection is expected to add villas in Barbados; Bali, Indonesia; Maldives, Marrakech, Morocco; Punta Diamante and Mayakoba, Mexico; Kerala, India and Pilos, Greece.