



PRESS RELEASE
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Tune Hotels.com
16 December 2008

Tune Hotels.com Gears Up for Three New Hotels in 2009

Rooms at RM3.00/night available for booking now for hotels in Kuching, Penang and LCCT opening in Q1, 2009

KUALA LUMPUR – **Tune Hotels.com** – the only hotel chain that delivers a “5-star sleeping experience at a 1-star price” today opened bookings for brand new rooms in its upcoming new hotels in Kuching, Penang and at the Low Cost Carrier Terminal (LCCT) at Sepang.

The booking period starting December 15 and ending December 31 2008 – subject to demand and room availability - offers a total of over 600 rooms at the three new hotels (Kuching 135 rooms, Penang 258 rooms, LCCT 222 rooms) with prices starting from as low as RM3.00/night for stay periods between March and October 2009.

Travelers who are looking to grab the rooms at the virtually giveaway price are reminded to book early and book online, as rooms are limited and guests who book online in advance will most definitely enjoy the best rates.

Combined with an additional over 300 rooms currently available in its Downtown KL and 1Borneo hotels, Tune Hotels.com hopes to provide business travelers and holiday makers a viable accommodation alternative that will still allow many to have the flexibility to travel despite tough times.

“Challenging times are coming whether we like it or not, for some it’s already here and we’d like to do our bit to let these people know that they can still conduct business as usual, stretch their legs and take a breather to travel or visit friends and family,” said Mark Lankester, Chief Executive Officer, Tune Hotels.com.

In addition, Tune Hotels.com expect its LCCT Transit hotel opening in April 2009 to become the best accommodation option for travelers who have early morning or later evening flights scheduled, due to the hotel's immediate proximity to the terminal and it's attractive rates. With a unique refresher 3 hour short stay option available at the LCCT Transit hotel, it is also expected to provide some respite for travelers who are on long transits or for those who would just like some privacy away from the overcrowded flight terminal.

With very low room rates on offer, travelers can expect substantial savings from travel expenses especially in the domestic sector as the bulk of the expenses usually come from the cost of accommodations. In most cases the price of conventional hotel rooms include the cost of paying for facilities and services that are rarely used such as meeting rooms, swimming pools, business centres and gyms.

The three new hotels scheduled to be opened in Q1, 2009 demonstrates the chain's determination to launch as many hotels as possible despite the grim financial outlook next year.

A solid business model has meant that Tune Hotels.com is able to maintain a consistent demand-based pricing structure that offers a strong value proposition for consumers. This has allowed the chain to maintain a consistently attractive room rate making travelling an affordable proposition for everyone despite fluctuations in fuel and materials price that is compounded by financial uncertainty on a global scale.

"Our goal is simple, to provide affordable, safe, clean, convenient and comfortable accommodations always. Now with more hotels and more rooms, we're able to do that and share the benefits with more travelers. Our focused business model of providing the quality basic essentials to travelers so that they are guaranteed a comfortable 5-star bed and a great shower means that we can make our room rates as attractive as possible consistently and regularly all the time. This is always good news for everyone". Mark added.

Tune Hotels.com aims to have 100 hotels open or in development within the next three years. This includes openings in Batam, Bali and Legian in Indonesia as well as sites in the Philippines and Thailand.

Visit www.tunehotels.com for more information and bookings, or call the Tune Hotels.com Call Centre +6 (03) 7962 5888, Monday- Friday 9:00am -9:00pm (excluding Public Holidays).

Tune Hotels.com at a Glance

1. Tune Hotels.com – Downtown Kuala Lumpur

316 Jalan Tuanku Abdul Rahman
50100 Kuala Lumpur, Malaysia

Opened On : April 2007
Room : 173 rooms (51 Single, 122 Double, 7 Floors)

Central Location

- a. 5 mins walk to Medan Tuanku Monorail station for direct access to Kuala Lumpur International Airport (KLIA) via KL Sentral station (28 mins by express train to KLIA).
- b. 5 mins by taxi to KLCC shopping centre & Petronas Twin Towers, the world's tallest twin towers
- c. 10 mins walk to Heritage Row, KL's hottest nightspots. 5 mins by taxi down the road to KL's best clubs on Jalan Sultan Ismail
- d. Easy taxi access from hotel

2. Tune Hotels.com – LCCT Transit, Sepang

Low Cost Carrier Terminal
Lot PT 29, Jalan KLIA S4, 64000 KLIA
Selangor Darul Ehsan, Malaysia

Opening On : April 2009
Room : 222 rooms (220 Double, 2 Wheelchair Friendly, 5 Floors)

Central Location

- a. 7 mins walk to Departure Hall (LCCT)
- b. Regular bus services to Low Cost Carrier Terminal (LCCT), Kuala Lumpur International Airport (KLIA) and direct to Kuala Lumpur (KL)
- c. 3-hour 'Refresher Package' short stay option available between 9:00am – 6:00pm. Subject to room availability via enquiries at Front Desk only.
- d. 10 mins to Sepang F1 Circuit

3. Tune Hotels.com – Downtown Penang

100, Jalan Burmah, Section 15
Georgetown, 10050 Penang, Malaysia

Opening On : April 2009
Room : 258 rooms (249 Double, 7 Single, 2 Wheelchair Friendly, 10 floors)

Central Location

- a. Strategically located in the dining and shopping hub of Georgetown, Penang's capital
- b. 5 mins from Georgetown's heritage sites
- c. 5 mins from Komtar, Penang's tallest building with a spectacular view

4. Tune Hotels.com – 1Borneo

Unit No. G-803, 1Borneo Hypermall
Jalan Sulaman, 88450
Kota Kinabalu, Sabah, Malaysia

Opened On : April 2007
Room : 165 rooms (165 Double, 3 Floors)

Central Location

- a. Located within 1Borneo, East Malaysia's largest shopping, dining & lifestyle mall
- b. Free 1Borneo shuttle service from hotel to city centre
- c. En-route to Mt Kinabalu, South East Asia's highest peak and Sabah's finest golf courses

5. Tune Hotels.com – Waterfront Kuching

Lot 281, Section 48, KTLD, Jalan Tunku Abdul Rahman
93100 Kuching, Sarawak, Malaysia

Opening On : March 2009
Room : 135 rooms (113 Double, 22 Single, 4 Floors)

Central Location

- a. Located at the heart of Kuching City Centre
- b. 5 mins walk to Kuching Waterfront for great shopping & night entertainment
- c. 15 mins to Kuching International Airport

THE END

About Tune Hotels.com

Tune Hotels.com is a limited service hotel brand that provides “a 5-star sleeping experience at a 1-star price” – providing high quality accommodations with the basic essentials.

We are a growing chain of hotels that have embraced the limited service model used by low cost airlines and employ a self-service online booking system that encourages guests to book early to enjoy exceptionally low prices. Using the demand-based pricing booking system, guests are free to book rooms as early as possible at prices starting from RM9.99 (or even lower during promotion periods) directly at our website www.tunehotels.com.

Each Tune Hotels.com hotel feature convenience store and food & beverage outlets run by established chains, though brands running these outlets vary from hotel to hotel. Tenant brands that operate in Tune Hotels.com hotels include 7-Eleven, Subway Restaurants and Gloria Jeans Coffees. Other facilities and services in our hotel include free internet access at the lobby (in room WiFi available for rental on prepaid bases - RM12.00 for 24 hours), ATM, airport transfers and city tour services.

Guests at Tune Hotels.com enjoy:

1. Comfortable 5-star beds

- Our Tune beds feature high quality spring mattress beds with pillows, pillowcases, bed sheets and 250-thread count duvets, custom-made for our requirements by King Koil, the same bedmakers who supply beds to 5-star hotels - the basis of our promise for a 5-star sleeping experience!

2. Powerful heated, high-pressure Power Showers

- Each of our rooms feature attached private bathrooms with high-pressure, heated Power Showers. Even at minimal room rates, our guests enjoy premium showers in maximum privacy - guaranteed.

3. Central and strategic locations

- All hotels in our chain are strategically located close to major shopping, sightseeing and business destinations. Inside each hotel, guests can find established convenience store operators and food & beverage outlets operated by familiar brands to provide reliable facilities within easy reach.

4. Clean environment

- Our guests enjoy daily housekeeping services to ensure a clean and pleasant stay during every visit. In addition, our clean environment promise also ensures that we try to help our guests use less, save as much as they can and together conserve the earth's resources.
- Wastage and power consumption are minimised through our add-ons option that promotes efficient power management. While energy efficient ceiling fans are a standard feature in our rooms, guests are encouraged to use air-conditioning when absolutely necessary with our affordable pay-as-you-use system (in room air conditioner operation time can be pre-purchased at 12-hours and 24-hours durations at RM13.49 and RM21.00 respectively, inclusive of 5% govt. tax). This also applies for laundered towels (that can be rented at RM5/towel with a refundable deposit of RM10). Regular guests usually bring their own towels and toiletries, allowing us to cut back a substantial amount on water consumption used to clean the towels.

5. Safe and secure environment with 24-hour security guards on duty and extensive CCTV coverage

- Our hotels use electronic key card access into rooms, CCTV cameras throughout the hotel, round-the-clock on-duty security guards and no access to the main lobby without a keycard past midnight.

How we keep our rates low?

- By employing a limited service concept where conventional full service facilities and services like meeting rooms, swimming pools, business centres and gyms are removed because they are usually rarely utilized
- By encouraging customers to self-serve and book rooms online at their convenience. Our demand-based online booking system offers guests the flexibility to book in way in advance where they can enjoy the lowest rates possible
- By allowing our guests to tailor their hotel experience according to their needs. Guests can pick and choose additional amenities like toiletries, air-conditioning, WiFi, TV etc. and pay as they use

Who are behind Tune Hotels.com?

Chief Executive Officer: Mark Lankester

Limited Shareholders: Tune Ventures Sdn Bhd
Dato' Seri Tony Fernandes
Dato' Seri Kalimullah bin Masheerul Hassan
Mr. Lim Kian Onn
Orix Corporation
Dato' Kamarudin bin Meranun
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