



FOR IMMEDIATE RELEASE

OMRAN CELEBRATES GRAND OPENING OF SWISS-BELHOTEL RESORT MASIRAH

10 January 2010 - Muscat, Oman: Omran, the Government of Oman's tourism development and investment arm, today celebrated the grand opening of Swiss-Belhotel Resort Masirah Island under the auspices of HE Sayyid Bader bin Saud bin Harib Al Busaidi, the Minister Responsible for Defence Affairs. The 21-room resort, owned by Omran and operated by Swiss-Belhotel International.

The grand opening took place on Masirah in the presence of HE Dr. Rajiha bint Abdul Ameer bin Ali, Minister of Tourism and Chairperson of Omran other VIP's and officials from the Ministry of Tourism, Omran Swiss-Belhotel International and media representatives.

Wael Al Lawati, CEO Omran, comments:

"We are delighted to be celebrating the grand opening of the Swiss-Belhotel Resort Masirah. Through the development of this tourism project, we are continuing to aid the progression of the tourism industry in Oman and showcase our country to the world."

Mr. Gavin M. Faull, Chairman and President, Swiss-Belhotel International adds:

"Masirah is a unique wildlife experience with turtle breeding grounds, beautiful beaches and facilities for water sports and diving. Swiss-Belhotel International, with the support of Omran the owners of the resort, are proud to be managing Swiss-Belhotel Resort and to be adding this exciting location to the group's 60 hotels and resorts globally.

Our management team looks forward to welcoming international guests to this exciting location and developing Swiss-Belhotel Resort Masirah to being an internationally recognised destination attracting visitors who appreciate the natural environment and tranquility of this secluded Island."

Swiss-Belhotel Resort Masirah is located 15km off the southeast coast of Oman in Masirah, an area famed for its sandy beaches and a home to all four of Oman's nesting species of turtles.

The island is magnificently diverse, offering a wide range of water-sports and excursions into the nearby hills.

The resort features 14 standard rooms, two suites, four chalets and one room for people with special needs, along with restaurants, swimming pool, conference facilities, a fully-equipped fitness centre and a children's area. Guests can also relax on the beach or partake in a number of sports including beach volleyball and tennis.

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Notes to Editors:

About Omran

Omran is the Government of Oman's tourism development and investment arm. It was established in 2005 with a mandate to develop the infrastructure and facilities required to expand the country's existing tourism industry. This is in support of the Government's plan to develop tourism as a major national industry by 2020.

Omran aims to capitalise on the unrivalled natural scenery, the year-round sunshine, and the rich heritage of Oman in order to diversify the economy and offer new opportunities to the Omani people. In doing so, Omran helps to promote Oman as a unique Middle Eastern destination.

This includes large-scale tourism projects which take advantage of the company's development expertise. Omran is currently involved in developing more than 10 resort-style projects with a project value in excess of USD \$10 billion. Specific projects include new resort villas, conference facilities, leisure resorts, golf courses and hotels as well as the refurbishment of some of the major existing international hotels.

In its developments, Omran puts the needs of the local and national Omani community first, striving to work in an environmentally, ecologically and socially responsible manner.

About Swiss-Belhotel International

Swiss-Belhotel International is a rapidly expanding international management company with over 60 hotels, resorts and projects globally. Founded in 1987 and headquartered in Hong Kong (SAR), Swiss-Belhotel International manages hotels in Asia/Pacific and The Middle East including **CHINA • VIETNAM • PHILIPPINES • MALAYSIA • INDONESIA • AUSTRALIA • KUWAIT • JORDAN • OMAN • QATAR • SAUDI ARABIA • UNITED ARAB EMIRATES**. Ranked in the top 100 international hotel management companies, Swiss-Belhotel International's rapid expansion will see substantial growth in The Middle East as well as focus on growth in China. Refer to Group Website www.swiss-belhotel.com

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