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**PARAMOUNT ENTERPRISE EXPANDS ITS HOTEL BUSINESS TO CENTRAL JAVA WITH
THE GRAND OPENING OF ATRIA HOTEL & CONFERENCE MAGELANG**



Magelang, Central java
Thursday, 30 January 2014

Paramount enterprise celebrated the grand opening of Atria Hotel & Conference Magelang (Atria Magelang) on Thursday 30 January. The hotel is the fourth to be built by Paramount Enterprise which previously held a soft opening for the hotel on 12 December 2012, markedly with a personal inscription by Mr. Ir. H. Sigit Widyonindito, Mayor of the City of Magelang. Atria Magelang is a 4-star business hotel, designed using the concept of Javanese culture and batik art. The grand opening was attended by the Magelang business community, business associates and all members of the paramount enterprise board.

Magelang is one of the largest cities in central java and is located between the cities of Semarang and Yogyakarta. This city is strong in the sectors of agriculture, education and tourism. The Borobudur temple has become an attraction for both domestic and foreign tourists. Paramount enterprise is interested in helping the city of Magelang to develop its business and tourism potential, as well as in the surrounding areas.

Atria Magelang has a total of 144 rooms divided into three categories. These consist of 130 superior, 12 deluxe and 2 suite rooms. All rooms have been equipped with business facilities like internet, 56 local and international television channels, as well as a password protected safe. The hotel's grand ballroom has a capacity of up to 1,620 people, while its 7 meeting rooms can accommodate up to 100 people.

Pamiluto restaurant is located at the hotel lobby and serves both Indonesian and international cuisine. In the same area, the Truntum lobby bar is presented as an area for relaxation, usually used to share time with family or business associates. Other facilities such as a swimming pool, spa and fitness center are also available at this hotel.

Atria Magelang is managed by Parador hotels & resorts. Parador has proven to be successful by establishing and managing six new hotels in only one year. Parador's hotel chain encompasses locations such as Tangerang, Magelang and Malang.

The grand opening was held during the Chinese New Year and a unique Chinese opera performance helped to deliver the same theme. The opera told the story of Laksamana Ceng ho visiting the village of atria.

The grand opening was also held as a form of appreciation to all business partners that have given a strong contribution towards atria Magelang throughout the year. Appreciation was shown by awarding plaques to the best business partners, under the following categories:

- 1 . Best in government
- 2 . Best in corporate
- 3 . Best travel agent
- 4 . Best online travel agent

Atria Magelang's General Manager, Mr. Chandra Irawan, stated: "we expect Atria Magelang to become a city icon and partner of choice in business and tourism development. Our role here is not only as a business hotel, but to help Magelang become one of the best tourist destinations in Indonesia. Of note is the promotional city tour of Magelang, representing the journey of admiral Cheng ho, Sendratari Ramayana, to Borobudur temple where you may travel up to the menoreh hills on an exotic off road path. Hence, when people talk about Magelang as a tourist destination, people will know that atria Magelang is the best service provider."

Paramount Enterprise has a number of business units, including property that is focused on the development of Gading Serpong Township in Tangerang, a hotel network including the atria brand, as well as the Fame and Ara brands, healthcare through Bethsaida hospital, a retail business unit and other strategic investments in various other business sectors.

About Parador Hotels & Resorts

Established in September 2012, Parador Hotels & Resorts has quickly become a well-recognized name in the hospitality industry. By the end of 2013, Parador had already opened six hotels in Serpong (Tangerang), Magelang (Central Java) and Malang (East Java) – and is managing them all. Parador has dedicated itself to be the most inspiring hospitality

management team, with the ultimate goal of managing hundreds of leading hotels, resorts and residences by 2024. From selected service to luxury, Parador has five brands in its portfolio, including Vega, Atria, Ara, Fame and Starlet. Even though each brand serves a different type of guest, all Parador brands and properties offer the best combination of humble Asian hospitality and professionalism.

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