



CONRAD CENTENNIAL SINGAPORE WINS TWO PRESTIGIOUS BUSINESS EXCELLENCE AWARDS

Singapore, October 10, 2007 – Conrad Centennial Singapore has been presented with the coveted 2007 Singapore Quality Award (SQA) and Service Excellence Award (SE) conferred by the SQA Governing Council under the administration of SPRING Singapore (Standards, Productivity and Innovation Board), a statutory board under the Ministry of Trade and Industry. The first in SPRING Singapore's history to award two major accolades to an organisation at the same time. The results were announced on 9 October 2007 in the presence of Mr Raymond Lim, Minister of Transport, industry leaders and chief executives during the Business Excellence Awards ceremony organised by SPRING Singapore. Conrad Centennial Singapore also received the People Excellence Award in 2004.

"It is indeed a great honour for Conrad Centennial Singapore to have won these prominent awards. It is an encouragement to our team members to whom credit should be attributed to for their continued support and dedication, and for making this significant milestone possible for the hotel. At Conrad, our people are our important asset and the heart of the brand. These achievements also further exemplify our commitment to service excellence and we will continue to strive, excel, innovate and deliver the highest standards of service at all times. " Said Heinrich Grafe, general manager.

With the Prime Minister as the Patron, the SQA is managed by a Governing Council, which draws up policies and guidelines for the award programme and approves the award recipients. The chairman of the Governing Council is Dr Cham Tao Soon, distinguished Professor of the Nanyang Technological University.

The SQA and SE Award are the most prestigious accolades conferred on organisations that demonstrate the highest standards of business and service excellence respectively. Qualifying organisations have to undergo months of intensive preparation, interviews and inspections by a team of qualified SQA National assessors.

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The framework of both awards are based on universally accepted standards that are found in the US Malcolm Baldrige National Quality Award, the European Quality Award and the Australian Business Excellence Award.

The award criteria are made up of performance-oriented requirements. The comprehensive business model addresses all internal and external requirements of an organisation and involves an integrated and broad framework comprising seven categories, which make up the SOA model. Qualifying participants have to provide a detailed summary report and documentation evidence to support each of the following category.

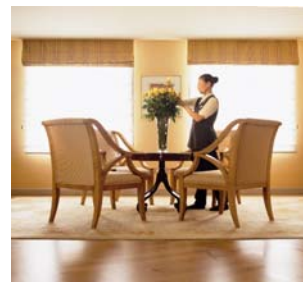
- Leadership : Senior Executive Leadership, Organisation Culture and Responsibility to Community and the Environment
- Planning : Strategy Development & Deployment
- Information : Management of Information and Comparison & Benchmarking
- People : Human Resource Planning, Employee Involvement & Commitment, Employee Education, Training & Development, Employee Health & Satisfaction and Employee Performance & Recognition
- Processes : Innovation Processes, Process Management and Improvement
- Customers : Customer Requirements, Customer Relationship and Customer Satisfaction
- Results : Customer Results, Financial and Market Results, People Results and Operational Results



Executive Suite



Grand Lobby



Service Excellence

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- ENDS -

For further information, images or interviews please contact:

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About Conrad Centennial Singapore

Conrad Centennial Singapore is strategically located in the heart of exciting Marina Bay, Singapore's most integrated and commercial hub. The luxurious hotel offers 507 guestrooms and suites, including recently upgraded Executive Floor rooms and refurbished Executive Lounge on the 31st floor. Other hotel facilities include 24-hour in-room dining, 24-hour restaurant - Oscar's, award-winning Chinese restaurant – Golden Peony, 24-hour fitness centre and spa services.

The hotel to date has won a number of prestigious awards from Hospitality Asia Platinum Awards, The Award for Excellence –Hotel of the Year 2006/2007, Travel + Leisure – World's Best Hotels T + L 500, 2006 to Condé Nast Traveler - Gold List- World's Best Places To Stay 2006.

The hotel is adjacent to Suntec Singapore – Convention and Exhibition Centre and in close proximity to over 1000 shops, 300 restaurants, world-class attractions and unique arts & cultural venues.

About Conrad® Hotels & Resorts

Conrad Hotels & Resorts is the contemporary luxury brand of the Hilton Family of Hotels, with 17 hotels and resorts across the globe. Conrad offers unique and personalised services for the discerning traveller, creating a world that celebrates individuality in every sense. Another eight Conrad projects are under development and conversion in Europe, the Bahamas, South America, the UAE, Thailand, the Maldives and China. All Conrad hotels and resorts participate in the acclaimed Hilton Honours® reward programme.

Discover the World of Conrad and the greatest luxury of all...The Luxury of Being Yourself.

For further information on **Conrad Hotels & Resorts** please visit ConradHotels.com.

About SPRING Singapore

As the agency for enterprise development, SPRING Singapore aims to enhance the competitiveness of enterprises. We help to nurture a pro-business environment, facilitate the growth of industries and enhance innovation and enterprise capabilities of small and medium enterprises for better access to markets and business opportunities.

SPRING Singapore is also the national standards and conformance body. We help to lower technical barriers to trade, provide quality assurance for products and services and promote industry use of Singapore and international standards. More details on the Singapore Quality Award (SQA) can also be found on www.springsingapore.gov.sg

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