



For Immediate Release

## THE PULI HOTEL AND SPA APPOINTS PR AGENCY IN CHINA

**Shanghai, 9 December 2008** – The PuLi Hotel and Spa (The PuLi) has appointed Omnicom’s Proximity Live as their official Public Relations communications agency of record in China.

Proximity Live will be responsible for all facets of public relations for The PuLi in China with a key objective of communicating its unique positioning as Shanghai’s first urban resort and raising the profile among its target audiences. List of activities for the campaign include planning, strategy development, implementation, media outreach and sponsorship management.

“The appointment of Proximity Live in China is an integral part of our Public Relations programme to engage target media and communicate this new concept to differentiate us in China’s competitive hospitality environment,” says Christine Hodder, General Manager at The PuLi. “I am confident that Proximity Live’s expertise in the luxury sector and innovative approach will greatly strengthen our position in the market and I am positive that this long term relationship will prove mutually beneficial.”

With an objective to reach out to international audiences and media, Proximity Live joins The PuLi’s list of existing public relations agencies which include Sadler and Co. in London and Scott Crouch in Germany.

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*A hotel managed by Urban Resort Concepts*  
*A member of*  
**The Leading Hotels of the World®**



### About The PuLi Hotel and Spa

The PuLi Hotel and Spa is Shanghai's first luxury urban resort. Firmly incorporated into the hotel's dedication to delivering handcrafted luxury service, guest experiences mark a departure from the expected generic style of luxury usually associated with conventional collections of foremost hotels. Imbued with contemporary elements and accents of traditional Asian charm, the result is a distinctively unique, new spatial and guest experience in this oasis within the metropolis. The PuLi Hotel and Spa is managed by Urban Resort Concepts and is a member of The Leading Hotels of the World.

### About Urban Resort Concepts (URC)

Urban Resort Concepts (URC), is a Hong-Kong based hotel Management Company recently founded by seasoned hoteliers with extensive knowledge and experience in managing some of the world's most renowned luxury hotels. Decidedly committed to fostering and showcasing the specific qualities of a destination in service delivery and physical product, properties managed by URC are slated to be conceptually at the forefront of affording guests intimate access to each hotel's respective destination and culture. The PuLi Hotel and Spa is the group's inaugural property.

### About Park Place

Developed by Shanghai Cross Ocean Property Development, The PuLi Hotel and Spa is an integral component of the multi-use Park Place development which promises to become the new business, retail and lifestyle landmark of NanJing West Road. A Grade A office tower, as well as a luxury retail and dining complex, complement the hotel, which enjoys unrivalled transport connections, with easy access to Shanghai's main traffic arteries, as well as the international airports in Pudong and Hongqiao.

### About Proximity Live

Proximity Live (a member of the Omnicom Group) is dedicated to creating and communicating unique brand experiences for China's fast-growing luxury market.



Aligned with of BBDO, Proximity Live is well positioned to provide quality insights and holistic communications strategies for its premium client base.

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For more information about The PuLi Hotel and Spa, please contact us:

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