



**[For Immediate Release]**

**THE PULI HOTEL AND SPA**  
**An oasis within the new landmark of Jing'an District**

**Shanghai, 23 February 2009** - Making its debut in the heart of Shanghai is the city's first urban resort, The PuLi Hotel and Spa (The PuLi). Managed by Urban Resort Concepts (URC), a Hong Kong based hotel management company, the superb location and unique concept of the hotel forms the basic foundation and vital ingredients towards the success of this luxury urban resort.

Not only does The PuLi benefit from its prime location by NanJing West Road in Jing'an District, it is part of the ambitious mixed-use development project, Park Place. Developed and operated by Shanghai Cross Ocean Property Development Ltd, Park Place comprises of an international Grade-A office tower, a high-end retail and dining complex, as well as The PuLi.

The concept of "absolute lifestyle" begins at Park Place. With a tranquil Jing'an Park teemed with greenery, this multi-use development boasts the finest natural eco-environment and allows tenants to experience natural comfort and convenience for work, play and life. Accessibility is a concern for everyone, especially in a bustling metropolis like Shanghai. Park Place provides that solution through its myriad of transportation choices for all tenants and guests with its premium location.

The PuLi's unique concept is the brainchild of Urban Resort Concepts, founded by seasoned veterans in the hospitality industry, who believe that the running of a luxury hotel is as much an artisan craft as it is a business.

URC's cohesive management structure embraces the homogenous integration of hotel development know-how and the appreciation of local context, paired with extensive global luxury hotel management expertise to ensure the delivery of a physical and service product

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previously unseen in Shanghai and beyond.

“Owners who may be looking for an alternative to tying up with multi-tiered and conventional management companies can turn to us to manage their properties, safe in the knowledge that their vision will be listened to. This leads to a greater degree of trust between all parties,” says Markus Engel, Director and co-founder of URC.

The guest experience at a URC hotel is one that dispenses of the accoutrements of the generic product elements commonly found in conventional luxury hotels. Replaced with contemporary ingredients that exude a sense of understated luxury and elegance, this creates a blend between a contemporary urban space and its state-of-the-art amenities with soothing subtleties and accents of a resort.

“The result is an unparalleled spatial and guest experience, inspiring a personal satisfaction in our guests of knowing they have been touched by the essence of what luxury is meant to be,” says John G Laing, Managing Director of URC.

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

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