

PRESS RELEASE

No.027PR/Intiland/CC/TVR/VII/2010

FOR IMMEDIATE PUBLICATION

Intiland Opens Whiz Hotel Jogja

Jakarta (08/8) – Property developer, PT Intiland Development Tbk (Intiland), through its subsidiary PT Intiwhiz International, launched the *soft opening* of Whiz Hotel Yogyakarta on Sunday, 8 August 2010. The *soft opening* also marked the beginning of the hotel's operations.

The President Director and *Chief Executive Officer* of PT Intiland Development Tbk, Lennard Ho Kian Guan, said that Whiz Hotel Yogyakarta was the first hotel in Whiz Hotels chain developed by Intiland. The launch also shows the commitment of Intiland to continuously develop its Whiz Hotels chain in big cities in Indonesia.

"Hotel business has been showing a very good prospect for development in Indonesia. We aim to make hotel business one of our business machines and one of the contributors to the company's revenue in the future," Lennard said.

Whiz Hotels are developed, according to Lennard, after a two-year intensive study beginning in 2008. The study and the research show that the hotel chain business is indeed prospective, with a very big potential as the social and economic condition of Indonesia shows an improvement.

"We can see this from the increasing number of domestic flight passengers and the number of private vehicles owners in Indonesia. In the airline industry, in 2006 the number of passengers was recorded at 34 millions, with an annual increase of about 24%, up to this year. Another potential sign is apparent from the number of car sales nationally, which also shows an improvement. This year, the sales of cars is predicted to reach 600,000 units, or a 23% increase from last year's," Lennard explained.

Whiz Hotel Yogyakarta stands on a very strategic location, on Jalan Dagen, Malioboro area. The hotel stands at the heart of Yogyakarta, and it has six floors with 103 well-furnished rooms. The rooms available are of two types—single and standard rooms.

The President Director and *Chief Executive Officer* of PT Intiwhiz International, Moedjianto Soesilo Tjahjono, said that the opening of Whiz Hotel Yogyakarta could not come at a better time as Lebaran holiday is fast approaching. So far the market has shown positive response as many parties have been making reservations to stay at Whiz Hotel Yogyakarta.

"Yogyakarta is city of tourism and education. Yogyakarta is also a capital of a province, which makes it a market with big potential. The number of local and foreign tourists visiting Yogyakarta increases each year, not counting those who are in Yogyakarta on business. We are certain that the occupancy rate of Whiz Hotel *Jogja* will be above 75%," Moedjianto said.

Referring to the data released by Yogyakarta Tourism Bureau, the number of tourists visiting Yogyakarta in 2010 is predicted to reach 1.75 million people. This is an increase from 1.2 million people visiting Yogyakarta in 2009.

Moedjianto said that the condition gave the reason to believe that Whiz Hotel Yogyakarta would be most welcomed by the market. Even during the trial period, many people have come and asked questions, or they have tried to make reservations directly.

“Besides that, we have also cooperated with some companies—one of them is Danone Aqua. They have agreed to use Whiz Hotel as the place where their staff can sleep when they are on the tour of duty or are traveling anywhere in Indonesia,” Moedjianto explained.

Whiz Hotels identify their consumer targets to be local executives who travel a lot. They understand the value of money, and they know what they want and need during a stay in a hotel. They are the type of costumers who are aware of the quality and important facilities, and will not want to waste money on unnecessary things.

To meet these demands, Whiz Hotel Yogyakarta equips its rooms with facilities that can cater to the needs of this type of customers. Besides the rooms fully equipped with air conditioners and high-quality beds and mattresses, the hotel also provides high speed Internet access, LCD televisions, and clean and well-tended showers.

“Whiz Hotels aims at providing the solution to those who need a wide and highly-representative hotel chain. We, at Whiz Hotel, appreciate the value of money you spend by giving the best services, as well as the things you, as businesspeople, truly need,” Moedjianto asserted.

“To celebrate the launching of Whiz Hotel Yogyakarta, we are offering special rates starting from Rp.245,000/night. With this very competitive rate, the hotel guests are entitled to enjoying all the available facilities.”

Whiz Hotel Yogyakarta is managed by PT Intiwhiz International as the operator of professional hotel chain under the flag of Intiwhiz. Intiland established the operator of the hotel chain to manage the other soon-to-be-developed Whiz Hotels.

“As the company providing professional hotel management services, Intiwhiz also offers hotel management services to hotels outside Whiz Hotels chain. Intiwhiz is run by a management team, experienced in the hospitality business. They are truly dedicated people, aiming at optimizing the potentials of the development of the hotels in the future,” Moedjianto explained.

Extending the Chain

Besides Yogyakarta, Intiland is also developing Whiz Hotels chain in several major cities in Indonesia. One example is Whiz Hotel Semarang, which at present is finishing the development of the hotel’s foundation, and is entering the building construction stage. Whiz Hotel is set to be in operation next year.

Besides Whiz Hotel Semarang, the development of Whiz Hotel Bali has also started. The hotel is located on Jalan Kartika Plasa, Kuta—one of the major tourist destinations in Bali. The hotel will be a four-story building with 164 rooms, built on a 2,000 square-meter plot of land. Besides Kuta, Intiland plans to develop the second Whiz Hotels Bali in Seminyak.

Moedjianto said that Intiland would develop two more Whiz Hotels, in Jakarta and in Balikpapan. Both hotels have entered their design finalization stages, and the development stage will start this year. Whiz Hotel Jakarta will be located in one of the business hubs as a 12-story building with 180 rooms. The hotel is also set to be operational starting next year.

Intiland will continuously study the potential for developing Whiz Hotel in many big cities in Indonesia, such as Jakarta, Surabaya, Medan, Bandung, Malang, Manado, Balikpapan and Bali. The opportunity for developing these hotels is based on strategic cooperation scheme with land owners, *build-operate-transfer* (BOT), as well as in the capacity as the hotel management operator.

“We are exploring new opportunities with several potential investors to help Whiz Hotels chain hotels significantly and rapidly develop,” he said.***

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About Intiland

Intiland is a leading Indonesian real-estate developer with over 40 years of heritage. Listed on the Indonesian Stock Exchange since 1992, Intiland is known to be a trend-setter and innovator in the Indonesian property industry. Over the years, Intiland has developed some of the nation's most iconic buildings such as its two flagship office towers in Jakarta and Surabaya designed by the late Paul Rudolph, and The Regatta, a seafront luxury condominium in Pluit, North Jakarta, designed by Tom Wright (of Burj Al Arab fame). Its main township development in Surabaya, Graha Famili, has become one of the city's most prestigious addresses. Today, Intiland's diversified real estate portfolio includes residential townships, office towers, high-rise apartments, hospitality, industrial estates as well as sports and golf club management. Intiland aims to be the leading lifestyle concept property developer in Indonesia.

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