

CROWN METROPOL

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MELBOURNE'S NEWEST HOTEL - CROWN METROPOL OFFICIALLY OPENED WEDNESDAY 21 APRIL

Melbourne, Australia, June 2010. Crown's third hotel, Crown Metropol, opened on Wednesday 21 April. The new 658-room, \$300 million AUD hotel reflects the urban and metropolitan context of the hotel's design and location. The hotel was built over 27 months and employed over 5000 people during the building phase, with up to 700 employees working at any one time.

One of the world's most famous chefs, Gordon Ramsay, opened his first two Australian restaurants; maze and maze Grill at Crown Metropol. Ramsay and his Chef de Cuisine, Josh Emett are also responsible for the hotel's room service offering and spa cuisine.

Crown is now able to offer guests, conference organisers and event planners over 1600 rooms from which to choose.

Australia's newest property will attract international leisure guests as well as cater for global convention and conference delegates. The architecturally striking design includes a stunning, futuristic podium, a day spa located on the 27th floor of the hotel, a sky bar and terrace on level 28, the hotel's highest floor, four meeting rooms and a retail precinct showcasing brands previously unavailable in Australia.

Local businesses and artists, such as Melbourne-based artist David Band and lighting designer, Steven Hennessy, were commissioned to create unique, custom-made elements throughout the hotel. Specially commissioned Australian artwork and Victorian materials feature prominently throughout Crown Metropol.

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The hotel's 658 rooms is inclusive of 579 hotel rooms, 34 studios, 12 spa accommodation rooms, 32 lofts and one apartment-style residence. Lofts boast city views while studios feature views of Port Phillip Bay.

In the lobby, a mirrored space encloses the extensive storage area while a specially commissioned light fitting, sculpture and large-scale painting completes the expansive, modern lobby.

Overall, the hotel's rooms, studios and lofts have a dramatic, Manhattan, boutique-style feel teamed with all of the service and amenities expected of a Crown hotel.

Crown's, Chief Executive Officer, David Courtney, states that, "the new hotel is a demonstration of the confidence Crown has in the future of Melbourne as one of the world's leading tourist destinations."

"When the Bates Smart-designed hotel opens, it will employ 500 people and provide accommodation for approximately 225 000 guests in its first year of operation including 100 000 visitors from overseas," continues Courtney.

The hotel's market mix will be evenly divided among gaming, corporate, leisure and conference guests.

Crown continues to offer guests and visitors an unsurpassed experience with a myriad of choices for dining, entertainment and accommodation.

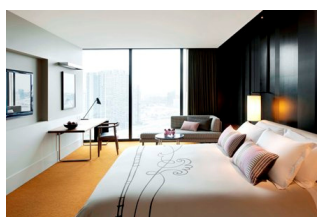
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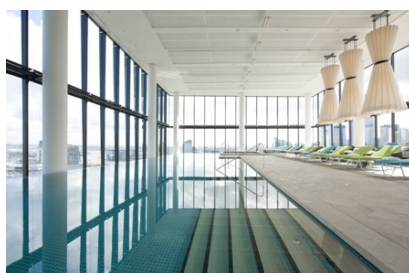
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Luxe Room



Hotel Pool



Luxe Bathroom



Hotel Lobby



Exterior



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