



## Refad Unveils its “Crown Jewel”

State of Kuwait 31 March 2008 -Refad Hotels & Resorts, the Kuwaiti based hotel corporation, introduced The Monarch Dubai, Refad’s premier property, to Kuwait at a special gala dinner held in its honour last night.

Referred to as the “The Crown Jewel of Refad”, The Monarch Dubai is Dubai’s newest luxury hotel boasting 33 levels of luxury rooms, suites and serviced residences.

Located at the premier location of One Sheikh Zayed Road, The Monarch Dubai is positioning itself as a luxury hotel aimed at business and leisure travellers.

General Manager Henning Fries says The Monarch Dubai will differentiate itself from other hotels in the city by providing dedicated personal service consistent with its underlying philosophy of being a hospitality industry leader.

“With a staff-to-guest ratio of 3.5:1, higher than many leading European hotels, we are more than ready to exceed our guests’ expectations,” he said.

“For example, the superb fine cuisine available in each of our eight restaurants and lounges can become a private banquet served in their suite by their own private butler who is on call 24/7. Personal trainers are on hand in the lavishly appointed gymnasiums to provide wellness assessments and individual fitness plans, while exquisite massages unique to The Monarch Dubai in the Middle East are on offer from the world-leading Mandara Spa.”

The Monarch Dubai has 236 rooms, suites and serviced residences, with some of Dubai’s most luxurious accommodation provided by The Monarch Suite, Sky Suite, two Presidential Suites; eight restaurants and lounges, full conference facilities and select retail outlets.

“The Monarch is the crown jewel of Refad’s range, offering unsurpassed personal service in very luxurious surroundings, accommodating the most discerning business and leisure travellers,” Fries said.

Refad Hotels & Resorts intends to become a leading player in the Middle East by creating a portfolio of brands and properties that cater for all hospitality requirements from business through leisure.

Refad Hotels & Resorts is a wholly owned subsidiary of Efad Holding, a major Kuwait conglomerate.

Refad Hotels & Resorts’ head office, located in the State of Kuwait, provides hotel management, development, ownership investment as well as financing worldwide for a variety of innovative hospitality products.

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*About Refad Hotels & Resorts*

Refad Hotels & Resorts is a wholly owned subsidiary of Efad Holding, a major Kuwait conglomerate. Refad Hotels & Resorts' head office, located in the State of Kuwait, provides hotel management, development, ownership investment as well as financing worldwide for a variety of innovative hospitality products. Refad Hotels & Resorts own and operate a range of hospitality solutions across the region as well as overseas. It has five international properties in operation and a further seven under construction. As an emerging international hospitality group, the company plans to acquire 30 new properties over the next five years. Refad's unifying aim is the provision of exceptional hospitality services to corporate individuals and groups, ensuring that the Refad brands are recognized globally as being synonymous with absolute excellence.

For further information: [www.refad.com](http://www.refad.com)

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