



WWW.THEMONARCHDUBAI.COM

True to Life Virtual Experience Wins Gold

One of the few regional websites to recreate an online experience that successfully reflects the physical experience, themonarchdubai.com has been honoured with the Hotel Gold award at the recent Pan Arab Web Awards.

The Monarch Dubai is one of Dubai's premier luxury hotels and its website, created by award winning integrated agency Impact Proximity, replicates the hotel's understated elegance and the convenience of its flawless service.

The Monarch Dubai Director of Sales & Marketing Werner Pichler describes the award winning website as the closest a virtual experience come to emulating the true reality of The Monarch Dubai.

"We are delighted that our website has won an award in such short time," he says. "We put a lot of work and thought into how this website could best convey the essence of The Monarch Dubai and what we've come out with stays true to the hotel; conveying that special sense which is The Monarch Dubai."

Impact Proximity General Manager Kieran O'Sullivan said that his team worked very closely with the hotel's senior management in order to recreate the physical experience of The Monarch Dubai and ensure that the concept was executed accurately.

"We always work as closely as possible with our clients to ensure we fully understand their objectives," he said. "Themonarchdubai.com gives you the whole experience of the hotel. As well as providing all necessary information in a concise and user-friendly manner, the site is designed to offer a memorable user experience which reflects the positioning of the hotel."

"We believe you would not find this on other regional hotel websites."

When it was first launched, www.themonarchdubai.com was one of the very first search engine optimised flash websites in the region and it is also compatible for mobile phones.

An experienced team worked on and contributed to the project across all disciplines from Client Services, through Project Management to Creative and Technical.

"We are proud of the result, but as perfectionists, we are always refining our projects and this one is no different; it is currently under a phase of refinement," O'Sullivan added.

One Sheikh Zayed Road
P.O.Box: 125511
Dubai – U.A.E.
Tel: +971 4 501 8888
Fax: +971 4 501 8899
welcome@themonarchdubai.com
www.themonarchdubai.com



Impact Proximity won a total of six awards at the latest Pan Arab Web Awards. "We are proud of these awards as they represent the hard work and dedication of our Account, Project Management, Creative and Technical teams," O'Sullivan said.

Located at One Sheikh Zayed Road, The Monarch Dubai is Dubai's premier luxury hotel aimed at business and leisure travellers. The Monarch Dubai differentiates itself from other hotels in the city by providing dedicated personal service consistent with its underlying philosophy of being a hospitality industry leader.

The Pan Arab Web Awards Competition, launched during GITEX 2004, was created to recognize excellence in web design and development skills for the best website in the Pan Arab Region.

<ENDS>

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 and 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 six 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

For more information, please contact:

Ms Yvonne Luedeke
Director of Communications
The Monarch Dubai
Tel: +971 4 501 8888
Fax: +971 4 501 8899
Email: luedeke@themonarchdubai.com

Or

Nick Langmead
Senior Consultant
Cicero & Bernay Public Relations
Phone: +971 4 334 2966
Fax: +971 4 334 2977
Mobile: +971 50 884 7964
Email: nick@cbpr.ae
www.cbpr.ae



One Sheikh Zayed Road
P.O.Box: 125511
Dubai – U.A.E.
Tel: +971 4 501 8888
Fax: +971 4 501 8899
welcome@themonarchdubai.com
www.themonarchdubai.com