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Ovolo Continues Expansion with New Hong Kong Hotels Coming in 2013

Fresh off an award-winning 2012 campaign that saw the Group launch three new hotels; Ovolo goes into overdrive this year with HK's first NYC-style warehouse conversion and another signature hotel property opening on Hong Kong Island's Southside.

64 Wong Chuk Hang Road

Mark your calendars now because Hong Kong's hottest new hotel opens Fall 2013, when Ovolo Group launches their largest and most ambitious hospitality concept to date - the inspired transformation of a Southside Hong Kong warehouse into a stunning new 162-room lifestyle hotel on 64 Wong Chuk Hang Road.

Once one of the island's few remaining manufacturing districts, Southside, with art galleries and fashion brands moving in, can now be compared to the early days of Manhattan's celebrated Meatpacking district. Through this transformation the area has fast become the city's next hip leisure destination, with spritely cultural neighbourhoods now intersecting with big business and world-class attractions. Spotting these trends early, as ever, Ovolo acquired an idle Southside industrial estate in 2010 with designs on creating a new kind of landmark by developing Hong Kong's first full-scale warehouse conversion hotel.

Designed in collaboration with long-time architectural partners, the award-winning firm KplusK Associates, Ovolo's new lifestyle hotel will be an iconic New York-style warehouse conversion that flaunts unparalleled architectural design and sleek contemporary interiors, which combine the building's original industrial elements with cutting-edge features. Within the hotel, guests will have access to a fully-equipped gym and three Ovolo-operated food and beverage outlets – including an expansive lounge, international restaurant, and a trendy rooftop bar. Combined with the brand's all-inclusive services and high-tech touches, a stay here will provide everything one needs in an audacious new setting that embraces Ovolo's innovation and creativity.

Ovolo Group Founder and CEO Girish Jhunjhnuwala said *"We see ourselves as pioneers for this upcoming part of Hong Kong. After two years of careful planning and preparation, we are creating a signature Ovolo hotel that will combine our hallmark interior design concepts, high-tech features and all-inclusive services in a building full of unique industrial character, all to create a stylish and effortless living experience for guests."*

Perfectly positioned on Wong Chuk Hang road, Ovolo is a short driving distance from Aberdeen Tunnel. Guests will enjoy easy connections to the commercial, dining and shopping centres of Causeway Bay, Happy Valley, Central and TST, with world-famous Ocean Park, Aberdeen Fish Market, Jumbo Floating Restaurant, Stanley and Cyberport being but a few of many nearby points of interest. A definitive Southside location, so close to

great local attractions, and with the expansion of the MTR soon to come, will make Ovolo's fall classic a must-stay for travellers planning their next trip to Asia's most exciting city.

100 Shek Pai Wan Road

In advance of the Group's warehouse conversion, Ovolo's southern Hong Kong Island expansion strategy will begin in July 2013 with the much-anticipated launch of a cozy seaside design hotel on 100 Shek Pai Wan Road in Aberdeen. The new Ovolo, designed by KplusK Associates, gives guests a slice of authentic Hong Kong through sweeping harbour views, meticulously crafted rooms, and ready access to nearby cultural attractions.

This bold new Ovolo hotel will feature 85 guestrooms, a spacious Lo Lounge dedicated to hosting travelers for business or leisure, and a 24/7 fitness center, all designed with chic coastal aesthetics in fresh, intimate and relaxed interiors. Inspired by its majestic harbour surroundings, the hotel reflects a contemporary interpretation of coastal living through sleek cool color interiors with a special focus on room design, communal spaces and the arrival experience.

While introducing this new twist to their portfolio, Ovolo's remains committed to innovative all-inclusive service. Business and leisure guests enjoy complimentary high-speed Wi-Fi, free mini bar, a free daily breakfast, free happy hour drinks, and a host of other surprises including the Group's signature 'Loot Bag.' All this in a definitive coastal location that puts you close to the city, through convenient public transport links, but far enough away from the chaos to enjoy a unique laid back slice of tranquility in authentic Hong Kong.

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ABOUT Ovolo Group

Founded in 2002, Ovolo has become one of Hong Kong's larger independent hotel and serviced apartment operators by providing effortless living experiences regardless of your location or duration of stay. Award-winning interior design, ultimate comfort, focused personal services and cutting-edge en-suite technology are all hallmarks of Ovolo living spaces.

A family owned business with a charitable core, Ovolo currently owns and operates four hotels and two serviced apartment properties in Hong Kong Island and West Kowloon as well as a hotel in Melbourne. Ovolo's 2013 projects will grow the Group's portfolio to eight properties and nearly 500 guestrooms. Further expansion is now underway as the Group continues to look for more opportunities to create, design and manage signature Ovolo properties, with projects in Australia, UK, and other APAC locations now being considered.

For more information please visit website: www.ovologroup.com