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Walter Junger & Friends, Ltd. secures consultancy agreement with ArabellaStarwood Hotels & Resorts

Berlin, April 2007 (rg). ArabellaStarwood Hotel & Resorts adopts a new service philosophy. From December 2006, the joint venture enterprise of the Arabella Hotels and Starwood Hotel & Resorts goes international and with the extension, a corporate philosophy of Passion*People*Performance was introduced as a quality step towards attaining market and yield leadership. The group is supported in this project by service consultants Walter Junger & Friends, Ltd.

Founded in May 2005, Walter Junger & Friends, Ltd. has offices in Berlin and Singapore, and its service offerings are focused on four core business areas:

1. Branding and Service Excellence
2. Investors, operators and more
3. Concept, Design and Art
4. Event Creation

Since February 2007, the teams of Walter Junger & Friends, Ltd. and Carsten K. Rath, worked on the creation of a new service philosophy for ArabellaStarwood Hotel & Resorts.

Contents of the service philosophy are based on a clearly defined compass, within which individuals - guests, co-workers and partners - form the center. This compass provides direction and makes it possible to touch and inspire guests through honest, passionate and individualized service orientation and will help make ArabellaStarwood Hotel & Resorts their preferred choice. The process consists of continuous training and inculcation of the employees according to nine individual modules based on aspects such as employee motivation, employee selection, into decision-making processes. The basic principle is to fully integrate this philosophy into all components of the organisation.

"We attach great importance to the individuality and motivation of our employees", says Carsten K. Rath, the project chairman on the advisory board of ArabellaStarwood Hotel & Resorts. "We would like to express our service philosophy, not through memorized phrases or empty promises of warm and friendly service, but by embracing and living it in our personal lives and as hoteliers. The essence of Passion*People*Performance involves how we treat with guests. Along the way, our employees will show much individuality and passion."

PRESS RELEASE

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For the introduction of its Passion*People*Performance philosophy, ArabellaStarwood makes a conscious time commitment. First comes the communication of the vision, mission and service guidelines, then daily quality promises take place and become integrated into all departments in the course of the year. All employees have the opportunity to review this philosophy during daily department line-ups where key ArabellaStarwood information as well as current topics related to their work areas are shared.

"Only inspired employees who feel a high level of identification with their employer will serve their guests with enthusiasm", explains Walter Junger, "in the saturated luxury hotel market, this would differentiate ArabellaStarwood Hotels & Resorts in an inimitable way over their competitor. The inspired guest will respond with brand loyalty towards the hotel and the hotel group."

With Passion*People*Performance, a service philosophy was developed for ArabellaStarwood which will be lived daily in the group's hotels and resorts through the use of concrete tools. The programme will be fully rolled out by the end of 2007 and implementation will be supported by Walter Junger & Friends, Ltd. "We attach great importance to the individuality and passion of our Hoteliers and through widespread promotion, our service philosophy will be strengthened and further developed in the coming years with our partner Walter Junger & Friends, Ltd. at our side " said Carsten K. Rath.