

Pan Pacific - New Appointments in Technology, Distribution & Revenue Management and e-Commerce
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In recognition of talent within the hotel group and to fortify the core team, Pan Pacific Hotels and Resorts announces new appointments in Distribution and Revenue management and Information Technology as well as a new addition to the team specializing in e-Commerce.

'When we initially mapped out our growth strategy, we were mindful of the need for outstanding individuals to lead the way and achieve excellence for Pan Pacific Hotels and Resorts. The newly appointed individuals, specialists in their respective areas, have the proven expertise and track record to set new benchmarks and support our business initiatives,' said Mr Gwee Lian Kheng, CEO of Pan Pacific Hotels and Resorts.

Alka Kapoor, a thirteen-year veteran in the hotel industry, is promoted from Corporate Director of Revenue Management to **Vice President of Distribution and Revenue Management**. Alka has been instrumental in improving system contribution growth from the Group's distribution channels and led the smooth migration of distribution systems from an external solutions provider to self-owned models within the hotel chain. She established the Best Rate Guarantee policy on panpacific.com, which was launched in 2006 to ensure price parity for online bookings in order for customers to enjoy the lowest rates possible on the internet.

Isaac Poh joins Pan Pacific Hotels and Resorts as its **Online Marketing Manager**, overseeing the management of panpacific.com and enhancing the total brand online experience, along with implementing web marketing programmes and services to maximize revenue generation. Prior to joining Pan Pacific Hotels and Resorts, Isaac was managing online portals and marketing campaigns for both HSBC and the Singapore Tourism Board. Both Alka and Isaac report to Kevin Croley, Senior Vice President of Sales and Marketing.

Mark Fancourt, formerly Corporate Director of Information Technology, will assume the new post of **Vice President of Information Technology**, reporting to Scott Swank, Senior Vice President of Operations and Area General Manager. Since joining the Group in 2004, Mark has been responsible for the development of the Group's technology strategy and key enterprise projects for the company's web, distribution and Customer Relationship Management (CRM) systems. Mark brings a strong business focus to the role of technology within the company and will continue to leverage his operations and technology background to develop sustainable state-of-the-art technology platforms that drive efficiency, productivity and customer satisfaction.

Headquartered in Singapore, Pan Pacific Hotels and Resorts is a leading hotel management company in the Pacific Rim region and is part of the UOL Group, one of Singapore's largest hotel and property companies.

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