

PRESS INFORMATION

New Appointments at Steigenberger Al Dau Resort

The New Year 2008 has brought a number of new appointments and promotions to the Steigenberger Al Dau Resort, which has just celebrated its first anniversary.



As of January 15, 2008, Mr. Rolf D. Raima, previously General Manager of the 5-star Steigenberger Al Dau Beach Hotel, has been promoted to become Regional General Manager of the Steigenberger Al Dau Resort. The prestigious Resort, one of its kind on the Red Sea, consists of the 5-star Steigenberger Al Dau Beach Hotel, the 4-star Steigenberger Al Dau Club and also the Steigenberger Al Dau Algoterm Red Sea Thalasso & Spa, the Steigenberger Al Dau Golf Course and the Steigenberger Al Dau Dive Club & Aqua Center by Ilios. The new appointment is aimed at streamlining resort-wide operations and at realising synergies between the five operations within the Resort. Mr. Raima had previously served as General Manager of the Steigenberger Al Dau Beach Hotel and oversaw a successful pre-opening and first year of operation of the hotel. In the past, Mr. Raima opened the Steigenberger Golf Resort in El Gouna, where he spent 7 years as General Manager and established the Steigenberger name in Egypt.



Mr. Lars Geweyer is the new General Manager of the 5-star Steigenberger Al Dau Beach Hotel. Mr. Geweyer joins Steigenberger from his previous position as General Manager of the 5-star Iberotel Makadi Beach, also on the Red Sea. He brings with him 18 years of successful management experience in the international hospitality industry, working on 4 continents and in 8 countries. He oversaw many pre-openings and has in the past been responsible for hotel operations as General Manager and Area General Manager, as well as Manager Rooms and F&B.

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Mr. Maged Rimon has joined the Steigenberger Al Dau Resort as Regional Director of Sales and Marketing as of February 2008. In his new appointment Mr. Rimon oversees all sales and marketing activities of both hotels in the Resort, as well as the three operations of Golf, Thalasso & Spa and Diving & Aqua. Mr. Rimon, who holds a Business Administration Degree and a Marketing Diploma, brings with him more than 20 years of experience in the industry, with previous appointments at various 5-star properties in Egypt, where he served in several sales

and marketing positions.



Finally, Mr. Karim Boushra had been appointed Resident Manager of the 5-star Steigenberger Al Dau Beach Hotel back in November 2007. Mr. Boushra has more than 12 years of experience in the hospitality industry, previously in the field of sales and marketing. His most recent position was that of Director of Sales & Marketing at the Steigenberger Al Dau Beach Hotel. Mr. Boushra had joined the hotel in August 2006, prior to its opening in December, and was instrumental in a successful introduction and establishment of this property in the market. Now

moving on to the operational side of the industry is Mr. Boushra's new challenge.

Hurghada, February 27th, 2008