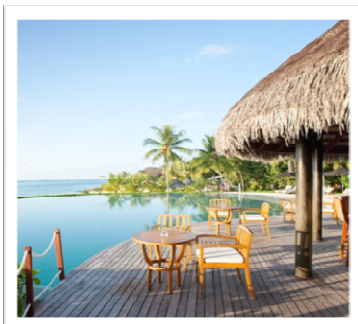


LUX* MALDIVES WINS AS 'LEADING ALL INCLUSIVE RESORT' AT MALDIVES TRAVEL AWARDS 2013



Maldives, December 22 2013. After being awarded as Indian Ocean Leading Beach Resort, LUX* Maldives scores again with yet another valuable and significant recognition as Leading All-Inclusive Resort at Maldives Travel Awards 2013.

LUX* Maldives has long been recognized as a leading beach and family resort in the Maldives however with last night's award ceremony held in Male, the resort has been officially awarded for the forethinking approach to the typical All-inclusive meal plan concept. All-inclusive guests at LUX* Maldives have access to the island's seven restaurants and six bars, a selection of water sports and snorkelling trips as well as an incredible variety of wines and premium spirits.

After winning against some of the most established All-Inclusive resorts of the Maldives, LUX* Maldives General Manager Dominik Ruhl said 'It is indeed an honour to receive such a great recognition at this year's Maldives Travel Awards. Our aim is to provide a stress free holiday where our guests are able to enjoy the widest possible selection of island experiences.'

Starting the Festive Season on a celebrative note, LUX* Maldives is about to begin an incredible program. The island experience will showcase treasure hunts, sand games and interactive pop-up dining in LUX* Style where guests are invited to enjoy Funfare Delight buffets with live cooking stations. With an audacious Santa arriving on a FLYBOARD, the little ones might even forget to grab some of the delicious sweets especially prepared for them by our chefs and served at the Island Bar.

Festive evening fun is strictly barefoot. Disco nights with our resident DJ take place at the coconut grove, where palm trees are used instead of metal poles for lights and disco balls. The New Year Party theme showcases the lavish decorations, fairy lights and pop-up bars of

The Great Gatsby theme. Spinning jazzy house music directly from London, Guest DJ Ben Bridgewater from Playlister is set to perform on the last night of the year at LUX* Maldives. Ben has played at private parties of The Rolling Stones, Madonna and Stella McCartney to name a few and frequently performs at all the top spots in London's West End including The Box, The Arts Club, The Scotch, Le Baron and LouLou's at 5 Hertford St.

With impromptu cinema screenings on the beach, tailor-made treatments at LUX* ME SPA, a world-class PADI dive center and Marine Biology Center open to all guests, LUX* Maldives is set to present a kaleidoscope of colours, flavours, nature and activities that never fail to delight its guests – both above the waterline and below!

For more information on the award and the festive program at LUX* Maldives visit the resort dedicated Facebook page at: www.facebook.com/luxmaldivesresort

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LUX* Resorts is a collection of premium hotels in the Indian Ocean where guests can celebrate island life and enjoy light living; it is the new name and consumer brand for the luxury hotels previously operated under the "Naiade Luxury Resorts" umbrella. The five resorts in the LUX* portfolio are LUX* Belle Mare, Mauritius; LUX* Le Morne, Mauritius; LUX* Grand Gaube, Mauritius; LUX* Maldives and LUX* Ile de la Réunion.

The remaining properties previously operated by "Naiade Resorts" will be part of the "Produced by" LUX* Resorts portfolio. These resorts will continue to be known as Tamassa, BelOmbre, Mauritius; Merville Beach, Grand Baie, Mauritius and Hôtel Le Récif, Ile de la Réunion as well as Ile des DeuxCocos, Mauritius, a private paradise island.

In a world where time is precious, each moment matters, experiences and emotions are more valuable than material things. The brand's Island Light concept is inspired by the nature, culture, flavours and wares of island life, presenting a true taste of Mauritius, La Réunion and the Maldives. Clear rather than cluttered, free rather than formal, spontaneous rather than predictable, LUX* Resorts are simpler and fresher, lightening, brightening and heightening the island resort concept.