

***The Leading Hotels of the World* admits the Kameha Bay Portals into its exclusive hotel association before opening**



Outside view of the pool landscape



Kameha Bay Portals

Zurich, 10 November 2011 - The Kameha Bay Portals, the new favourite lifestyle location in Mallorca is opening in early 2013 on the south coast of the sunny island, within walking distance of the exclusive yacht harbour Puerto Portals. Already over a year before the opening, the second hotel of Lifestyle Hospitality & Entertainment Management AG (LH&E) has concluded a contract with the world-renowned hotel association *The Leading Hotels of the World*.

"Leading Hotels of the World has given us a great vote of confidence. I am delighted that our extraordinary resort & health spa concept of the Kameha Bay Portals and the warm Kameha service that we have been offering our guests for two years in the Kameha Grand Bonn have met the acceptance criteria. The Kameha Grand Bonn was already accepted into the exclusive Hotel association before the opening", says Carsten K. Rath, founder and CEO of Lifestyle Hospitality & Entertainment Management AG, which operates the Kameha Hotel. "The Kameha Bay Portals is going to be one of the finest resorts and health spas in Europe", Rath continues.

Just a few minutes by foot from the luxurious yacht harbour Puerto Portals and with its own sandy beach, with the Kameha Bay Portals the second hotel project of Lifestyle Hospitality & Entertainment Management AG under the Kameha banner is being developed. Warm service and exclusivity in combination with the brilliance of the design offer the guests a unique ambience. The ornate and

inspiring architecture by *tec Architecture* has met the extraordinary interior design of Marcel Wanders and in doing so has created one of the new favourite locations in Mallorca. For Sebastian Knorr, CEO of the *tec Architecture* architectural firm, the interplay of hotel and nature and the highest standards of ecological sustainability and energy efficiency are particularly important in the design. Because of this, the development of the Kameha Bay Portals will involve a 'green building', which, with its own sandy beach and access to a small bay, will blend perfectly into the natural surroundings. The investment volume amounts to 50 million Euros.

In accordance with the Kameha philosophy of anticipating guests' wishes and catering to the most diverse wishes of the guests, the Kameha Bay Portals will keep transforming - like a chameleon. Based on the theme 'changing seasons', the design concept by Marcel Wanders is in line with the seasons: in summer, light fabrics and bright colours dominate, while in winter warm colours have an inviting 'cocooning' effect.

64 rooms and suites between 36 and 240 m² that extend to the main building and the beach building are currently planned. The open view over the sea and the bay and the meticulous interior design by Marcel Wanders promise an extraordinary deluxe atmosphere.

Together with renowned experts, Stephan Wagner, the Spa Director of Lifestyle Hospitality & Entertainment Management AG, is currently developing the concept for the approximately 650 m² internal spa and 600 m² external spa, as well as beach activities on an area of 1000 m². Luxurious beauty treatments have also been planned, as have integrated health spa concepts, which will be applied during the winter months in particular. Holistic programmes (yoga, tai chi, etc.) have been planned both in the resort and in the form of 'spa cruising' on the sea. There are wonderful opportunities on offer for all fans of water sports directly at the hotel, with access to the idyllic bay. The range of activities will be diverse and will include individual training and coaching.

The particular highlight of the design hotel is without doubt the extraordinary pool area with the 20-metre high waterfall, which flows along the facade and runs into the pool. A multitude of terraces and the marvellous garden landscape with the fantastic light spectacle of the lotus pond, which is inspired by Asian Zen gardens, will also enchant the guests. The fine culinary delights of the food services also promise pure indulgence in Mallorca's favourite location.

The Leading Hotels of the World, Ltd. guarantees unique and individual member hotels and unites over 450 of the most renowned and luxurious buildings in more than 80 countries worldwide under

one umbrella brand. A comprehensive service catalogue defines the high quality standards of the hotel alliance, which are regularly checked at each member hotel.

For more information see www.lheg.com.

About Lifestyle Hospitality & Entertainment AG (LH&E Management AG):

LH&E Management AG is a management company for international lifestyle hotels and resorts, private residences and restaurants. The founder and CEO is Carsten K. Rath. The 45-year-old was named Host of the Year in 2006. In 2007, he was awarded the Innovation Prize of the German tourism industry. Due to his ability to develop visions, motivate staff and to make a big dream come true in an extraordinary way, Carsten K. Rath has just recently been awarded the title 'Hotel Manager of the Year 2011'. Following the successful positioning of the Kameha Grand Bonn and the Kameha concept, Carsten K. Rath is launching further projects with LH&E Management AG, such as the Kameha Residence in Düsseldorf, the K-Star Residence in Cologne and the Kameha Grand Zürich and the Kameha Bay Portals in Mallorca. Carsten K. Rath has also become a sought-after speaker and a university lecturer at the International University of Applied Sciences Bad Honnef Bonn. For more information, see www.carsten-k-rath.com.

Contact:

Secret Agent PR

Julie Karatzis

P. 213 359 5964

E-mail: julie@secretagentpr.com

Secret Agent PR

Christine Kim

P. 562 882 5648

E-mail: christine@secretagentpr.com

Lifestyle Hospitality & Entertainment Management AG

Bahnhofstrasse 46, CH-8001 Zürich

Stefanie Ahlers-Hestermann, Director Public Relations

c/o Kameha Grand Bonn, Am Bonner Bogen 1, 53227 Bonn

P. + 49 (0) 228 4334 5810

F. + 49 (0) 228 4334 5005

E-mail: stefanie.ahlers-hestermann@lheg.com