

EIGHT HOTELS

— AUSTRALIA —

Boutique Hotel Collection

MEDIA RELEASE
August 2008

Sydney Icon to reclaim title as Australia's Coolest Boutique Hotel

Eight Hotels Australia is proud to announce the re-opening of the Kirketon Boutique Hotel following an extensive refurbishment program to all guest rooms, common spaces, bar and restaurant.

Originally opened in 1999 with a Burley Katon Halliday design, the Kirketon Hotel and associated Salt Restaurant claimed the mantle of Australia's pre-eminent boutique hotel. With the stark minimalist style of its day and highly inflated room rates the brand flourished but the hotel did not.

Acquired by Eight Hotels in late 2003, the Kirketon maintained its reputation as an iconic boutique hotel while strategically repositioning through a focus on incomparable value and guest hospitality. Under Eight Hotels management, the Kirketon rapidly and consistently achieved 90% + occupancy.

CEO Paul Fischmann recently commented, "After 5 years, Eight Hotels management is delighted to launch the newly redesigned Kirketon Hotel. Our brief to designer Connie Alessi was to create soft furnishing, luxury finish, comfort and practicality while creating individual touches of Sydney Cool". And also commented, "While maintaining our core values but replacing the hotel's minimalist style with a stunning sensuous hotel experience, the new Kirketon is reminiscent of both the great Parisian boutique hotels of old and the new wave of New York international properties".

The hotel's 40 new suites caters to all accommodation needs and feature ample work desk, in room WiFi flat screen TV with cable channels and DVD player, extensively stocked automated mini bars, premium Kevin Murphy toiletries, luxurious bed coverings, pillows, duvet and linen, laptop size safes and premium brand complimentary tea & coffee.

CEO Paul Fischmann commented, "Eight Hotels is identified for its personalised, professional, and discrete service which will always remain our trademark, and combined with the hotel's new interiors will ensure the Kirketon regains its reputation as Australia's coolest hotel".

In addition to the hotel the recently opened Kirketon Brasserie and Sydney Wine Room located on the ground floor offers guests and locals alike an authentic Darlinghurst culinary and nightlife experience. The Brasserie boasts contemporary dining inspired and styled after the iconic brasseries of Europe that combines quality service and elegant interiors with mouth-watering cuisine.



Come inside and find a world of breathtaking hospitality.

EIGHT HOTELS AUSTRALIA
Suite 9.07 | Level 9 | 14 Kings Cross Road | Potts Point | SYDNEY NSW 2011
T: (02) 9295 8800 F: (02) 9295 8811
E: info@eighthotels.com
www.eighthotels.com

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The award-winning Kirketon Hotel is located in the heart of Sydney's most vibrant suburb, Darlinghurst. Positioned on the doorstep of Sydney's bar and nightclub district the Kirketon is only a short walk to Oxford Street, Kings Cross, Potts Point, Woolloomooloo, The Botanic Gardens and the city's CBD.

Maintaining Eight Hotels ethos of quality and value, the Kirketon Hotel remains the most competitively priced boutique hotel in Sydney with room rates starting at \$155 per room per night (inc rates & taxes).

Grand Opening September 1st 2008.

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For further information, hi-res visuals or to interview CEO Paul Fischmann, please contact:
Konstanze Werhahn-Mees at Eight Hotels Australia on +61 2 9295 8803 / +61 416 800 793 or
email: konstanze@eighthotels.com | www.eighthotels.com

For booking inquiries please contact: Rates start from \$155 for a Standard Room.
Kirketon Hotel on +61 2 9332 2011 or
email: info@kirketon.com.au | www.kirketon.com.au

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