



ENHANCED HOSPITALITY OFFERINGS AT THE 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX

- **2009 prices held for Paddock Club, Sky and Club Suites**
- **More than a dozen enhancements announced for 2010**

Singapore, 8 February 2010 – Launching public hospitality sales for 2010 today, Singapore GP has maintained last year's pricing whilst considerably upgrading the experience for the Formula One Paddock Club™, Sky and Club Suites.

After two years of rave international reviews, hospitality guests at the 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX can look forward to even more choices and upgraded facilities at the Formula One Paddock Club™, Sky and Club Suites as well as the Green Room.

Singapore's Formula One Paddock Club™ is already one of the most innovative on the Grand Prix calendar. The introduction of world-renowned Chef Nobu Matsuhisa last year set a new benchmark and highlights Singapore GP's commitment to constantly evolve and enhance the corporate customer's experience. Singapore GP will be announcing the appointed celebrity chef for the 2010 event shortly. A three-day pass for the Formula One Paddock Club™ costs S\$8,000 (GBP 3,600, EUR 4,100)*.

The Suite facilities, built on top of the Pit, Turns and Stamford Grandstands at the Marina Bay Street Circuit, offer guests an excellent vantage point, five-star cuisine as well as unmatched hospitality services. Three-day passes range from S\$5,000 to 7,000 per head (GBP 2,250-3,150, EUR 2,570-3,600).

The Green Room concept, launched last year, has seen considerable enhancements to the food and beverage offerings for 2010. The package now includes champagne and an enhanced meal service. With these additions, the price has risen slightly by 3% to S\$3,500 (GBP 1,575, EUR 1,800).

"Having successfully staged our event for the past two years, we have a much better understanding of how different clients use their suites. The keyword is flexibility. We have evolved from a more rigid approach to a system where each client can individually customise their guest's experience. We work with each client to ensure they can extract the maximum value from the unique environment that the Singapore Grand Prix offers," said Mr. Darren Chen, Director of Corporate Sales at Singapore GP Pte Ltd (SGP).

** Currency rates subject to variation.*

See Annex 1 for full list of enhancements to 2010 corporate hospitality offerings.

The FORMULA 1 SINGTEL SINGAPORE GRAND PRIX has one of the largest and most respected corporate entertainment programmes on the Formula One™ calendar with 10,000 places per-day on offer around the circuit park.

“We take customer feedback very seriously and many of the enhancements this year were directly suggested by them. As the event matures, customer expectations also increase and we remain committed to exceeding them. Only through constantly understanding our clients’ aims and then enhancing the product accordingly, can we continue to deliver a cutting edge world-class event,” said Mr. Chen.

Those wishing to book a hospitality suite at the 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX can contact the Corporate Sales team at +656731 5900, or email hospitality@singaporegp.sg. More information on the offerings is also available on the official website, www.singaporegp.sg.

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About the FORMULA 1 SINGTEL SINGAPORE GRAND PRIX

Singapore has successfully hosted the only night race in Grand Prix history and Asia’s only street race on the FORMULA ONE calendar on a street circuit of public roads in downtown Singapore for two years since the inaugural race in 2008. The 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX, with its signature mix of lights, glamour, and non-stop action, returns to the heart of the city at the Marina Bay Street Circuit from 24 to 26 September 2010.

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ANNEX 1

CORPORATE HOSPITALITY IMPROVEMENTS FOR 2010 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX

Paddock Club Improvements for 2010

- Increased layout flexibility with new options for an informal meeting area built into the suite (available as standard if requested)
- Dedicated suites now available for 90 guests rather than 100 previously
- Enhanced facilities in the Paddock Club Lifestyle Area to include additional food stalls offering local favourites, a Bellini Bar and an enhanced spa area to offer a wider selection of treatments.

Sky and Club Suites Improvements for 2010

- Increased layout flexibility with new options for an informal meeting area built into the suite (available as standard if requested)
- Dedicated suites now available for 45 guests rather than 50 previously
- Club and Sky Shared Suites now have more space between tables with a new layout
- Enhanced live food station in each suite with more choices prepared fresh in front of guests
- The three meal services Arrival Tea, Dinner and Supper now include more signature dishes offering a more diverse choice
- After a successful trial at the Pit Straight in 2009, an exclusive spa facility offering a relaxing head and shoulder massage or aromatherapy treatments will now also be available at the Turns Suites.
- Improved bar selection with increased options for alcoholic and soft drinks

Exclusive Sky Suite Improvements for 2010

- Improved entertainment options on the Sky Terrace with dedicated performance stages at the Pit and Turns Grandstands.
- Improved Sky Terrace bar and lounge area with new al fresco food station with increased seating and bar selection.

Green Room Improvements for 2010

- Introduction of Champagne as one of the drinks options
- Enhanced meal service