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Life Heritage Resort Wins Conde Nast Travelers Readers' Choice Awards

Recognition as top resort in Vietnam is an 'inestimable honor'

NEW YORK (26 Oct. 2009) – Life Heritage Resort Hoi An has won one of the travel industry's most prestigious travel awards, placing 12th on a short list of Asia's 25 'Top Resorts' in Conde Nast Traveler's annual Readers' Choice Awards.

Six of the top 10 resorts on the list are managed by Four Seasons in Bali, Thailand and India. One other notable Vietnam inclusion is the Evason Ana Mandara Six Senses Spa, which placed 21st on the list.

The Readers Choice Awards polled 25,008 responses from readers who rated the resort across six categories: activities/facilities, food/dining, location, overall design, rooms and service. Only candidates that received a required minimum number of responses were deemed eligible for an award, according to Conde Nast.

While many, if not most, of the awards conferred in the travel industry are pay-for-play propositions, the Conde Nast Traveler awards enjoy an uncompromised reputation.

“The Readers Choice Awards are among the few awards we look out for every year,” said Chris Duffy, general director of the Life Resorts. “To be on the list, and to be recognized as the top resort in Vietnam by readers of one of the world's most prestigious travel magazines, is an inestimable honor.”

Indeed Life Heritage Resort Hoi An placed higher on the list than Amanpuri (Phuket) and the Datai (Langkawi).

All of the resorts above Life Heritage Resort Hoi An on the list operate in the \$\$\$\$ price category (\$400 per night). The Life Heritage Resort, remarkably enough, ranks in the \$ category (\$199 or less per night).

Conde Nast, in its description of the Life Heritage Resort at Concierge.com says this: “The colonial-style Life Heritage Resort is Hoi An's best in-town hotel option.”

ABOUT LIFE RESORTS

Life Resorts owns and operates two resorts in Vietnam and manages a third. On Vietnam's central coast, the 94-room Life Heritage Resort Hoi An evokes the colonial splendor of a bygone era on a quiet stretch of the Thu Bon River within walking distance of the trading port's world-famous downtown. On the south-central coast, the 63-room Life Wellness Resort Quy Nhon is dedicated to the tenets of wellness, from yoga, tai chi and Pilates to an ample range of spa treatments and anti-stress and detox programs. Four hours from Ho Ch Minh City, Life manages the 84-room Blue Ocean Resort, featuring a 153-meter private beach, a 26-meter swimming pool and lush tropical grounds.

The Dutch resort company is also developing resort properties in Danang, Halong Bay and Ninh Binh, each scheduled to open in 2010.

— 30 —

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