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Lotte Hotel Moscow Joins The Leading Hotels of the World

Lotte Hotel Moscow, a five-star property scheduled to open in spring 2010, has announced entry in The Leading Hotels of the World (LHW). Distinctive for its premium-class portfolio of independent hotels, and strict selection procedures, LHW represents the world's finest hotels, resorts and spas located in 80 countries around the globe. Lotte Hotel Moscow is now one of over 450 members of this luxurious family.

According to LHW's official statement, requirements for becoming a member of The Leading Hotels of the World stipulate that a hotel must meet exacting standards of excellence in all areas affecting guest comfort, convenience and well being. The organization does not solicit new members; hotels must apply for inclusion. Upon successful completion of a rigorous application and inspection process, only the most eminent hotels are accepted for admission.

'It is great honor for us to become a part of this influential alliance of experts on luxury hospitality. It means that all our efforts in creating outstanding and incomparable level of services and facilities have been crowned with success. Our solid experience and forward-looking strategy make Lotte Hotel Moscow a perfect match for the association,' Song Yong-Dok, Executive Managing Director comments on the entry.

Lotte Hotel Moscow belongs to South Korean de luxe hotel chain Lotte Hotels&Resorts and represents its first European initiative. Moscow project promises to become the most ambitious and expensive hotel complex for the whole history of Russian hospitality market, owing to several hundred million dollar investment and the best international brand names united within the building. Apart from 304 exquisite and spacious guest rooms featuring an unprecedented Royal Suite, the hotel boasts *haute cuisine* by a three Michelin star chef Pierre Gagnaire in the French Les Menus restaurant, and also by MEGU, a fusion of Japanese food in modern settings. All of these are widely known on the international arena and recognized by the industry experts, critics and sophisticated public. Demands and habits of the latter have fully been taken into account while selecting business and leisure facilities for the hotel. A world reputed Mandara Spa, an exclusive companion of world's best resorts, originally from a remote Bali island, is introduced as an urban retreat for body and spirit revival. Korea, as a technology leader, has considerably contributed into hi-tech aspect of a new hotel presenting state-of-the-art equipment in rooms, business areas, fitness center etc.

'With all this we are sure to be ahead of competition in Russia, and have won the right to make part of such a prestigious organization as The Leading Hotels of The World. However, we do not mean to stop here, on the contrary, we will further enhance our performance in order to cover every aspect of

achieving guest's ultimate satisfaction. Excellence in every detail is our core ambition, and we stake on a perfect blend of international standards and Korean values as basis of our policy,' continues Dr. Song Yong-Dok. Indeed, Lotte Hotel Moscow will not once have to prove that it excels and outstrips the competition, as LHW holds regular anonymous inspections of its member properties and scores them as to the required compliance degree. 'Given the swiftly changing economic landscape and constantly growing level of guest expectations, improvements are utmost important. We are ready to face this challenge of investigations and will aspire to show best possible performance,' concludes Executive Managing Director.