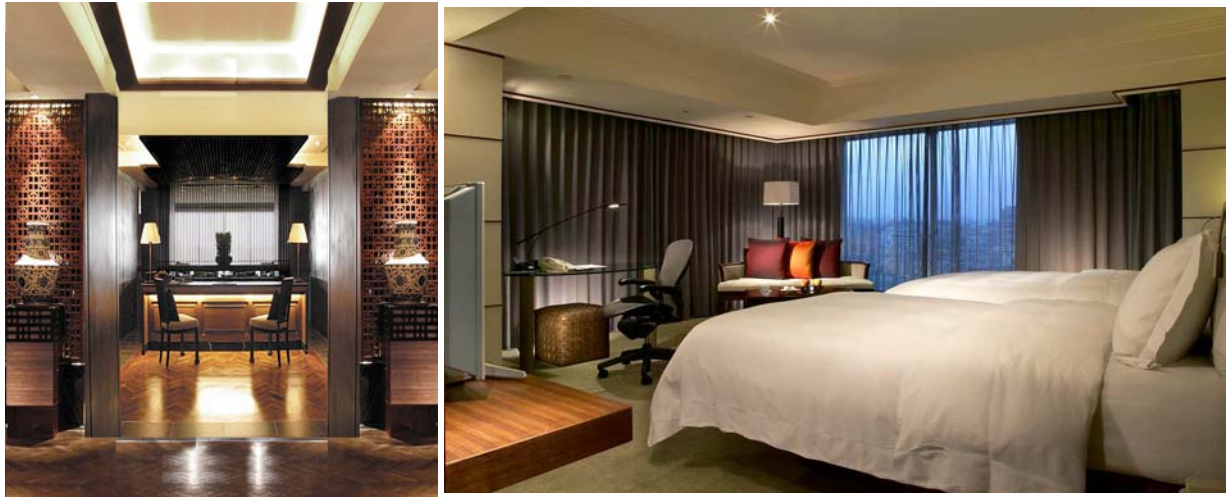




**TAI PAN Comes to REGENT:
Experience Modern Chinese Lifestyle at Taipei's First
All-Butler Hotel Within a Hotel**



With the re-awakening of the economy, the number of international business personnel visits to Taiwan has been increasing steadily. Corporate executives constantly on the road often have different needs from the pleasure travelers. They usually wish for a hotel with design, style, business facilities, and outstanding services to make their only escape from work more comfortable. In order to give these business travelers a home away from home, various hotels have been renovating and improving in hopes of winning these travelers' approval. "Only the best hotels at the top of the pyramid can prevail over economic influences," says Steven Pan, the Chairman of Formosa International Hotels Corporation. "And among the various types of hotel customers, the greatest opportunity for development rests with the CEOs."

As the leader in the industry and the only hotel in Taiwan in its second consecutive year on Conde Nast Traveler's Gold List of "World's Best Places to Stay", Regent Taipei is introducing a pioneering concept in hospitality—**TAI PAN RESIDENCE & CLUB**, the first and only all-butler hotel within a hotel, and an exclusive retreat reflecting the splendor of past and present. A fashion statement in itself, **TAI PAN** fuses revolutionary design aspects and traditions from classical Chinese elements with contemporary architecture and personal butlers.

“Tai Pan” is defined as a businessperson of enormous power and influence, or a foreigner who is a chief executive of a company operating in China. The original Tai Pans are considered to be William Jardine and his partner James Matheson (the inspiration for the novel *TAI PAN* by James Clavell). These English merchants and connoisseurs of fine arts foresaw opportunities that others could not and reaped the fortunes. In 1841, the business adventurers opened the first trading company in China and the gate to commerce opportunities. Jardine and Matheson were the most influential figures of the era and, with this history and background, the **TAI PAN RESIDENCE & CLUB** builds its foundation. Traces from this majestic era can be found in various historical artifacts such as sailing maps and antique trading coins acquired from China, Hong Kong, Taiwan, and England.

TAI PAN RESIDENCE & CLUB is located on the 18th and 19th floor of Regent Taipei. With its decorative lighting at the entrance, the simple, elegant, understated, and sophisticated atmosphere is felt the second you step into this boutique hotel. With 80 rooms and suites and a professional lounge, these two floors of exclusive residence coalesce the traditional Oriental milieu with contemporary comfort. Guests can take the weight off their feet in the ergonomically designed *Aeron Chair*, which is also a permanent collection at the New York Museum of Modern Art. Each room is also furnished with a temperature-sensing, pressure-relieving *Wellspring Mattress* that conforms to a body’s unique contours. Along with crisp, breathable cotton sheets, a snug, caressing duvet, and the guest’s preferred pillow from a menu of eight varieties, even the weariest of travelers can get the best rest possible. Other facilities that are standard in each room include wireless Internet connection, ADSL, LCD televisions, and DVD player.

The **TAI PAN Lounge**, located on the 19th floor, has three walls of French windows overlooking a breathtaking view of the gardens. Specially *oxidized metallic panels* on the walls give the lounge a rusted and matured feel. The *window lattice* is an intersection of rings and tetragons based on the designs of ancient Chinese coinage. *Stylish flannel sofas* accentuate the energetic mode. Such amalgamations create a lively and secure environment. Guests can unwind in the elegant lounge and experience the tranquil side of the city, or take care of business in style with state-of-the-art facilities such as private computer rooms,

wireless Internet access, multimedia conference capabilities, and commercial secretarial services. Set in the tasteful atmosphere of sleek and modern designs, the 24-hour lounge is prepared to welcome its guests, no matter their arrival time. And with a buffet breakfast, all day coffee, tea, and snack services, evening cocktails and hors d'oeuvres, visitors will never go wanting.

The feature theme of **TAI PAN** is of course its *24-hour personalized butler services*. For every guest staying at **TAI PAN**, a butler is chosen and dedicated to cater to the guest's every need with exquisite care. The butler researches the guest's preferences prior to his arrival and waits on the guest with a hospitable attitude and a special Taiwanese human touch. With precise attention to detail and a true heart, the butler will make a lasting impression on the customers, who are, after all, the most trusted mean of advertisement.

Services and amenities at **TAI PAN** include the following:

- 24-hour personalized butler services
- Contour-to-body Wellspring Mattress
- Ergonomically designed Aeron Chair
- Big-screen LCD televisions
- Butler escorted check-in with welcome beverage
- Pressing of one set of business attire per visit
- Personalized wake-up call with morning beverage
- Attentive packing and unpacking of luggage
- Scrumptious buffet breakfast at Tai Pan Lounge
- All day coffee, tea, and snack services
- Evening cocktails and hors d'oeuvres
- Exclusive two-hour use of boardroom
- Unlimited wireless Internet access
- Free local calls
- Late check-out arrangements
- Shoe shining/polishing
- 10% discount at Wellspring Spa



“The toughest judges are our customers,” Chairman Pan states. “These corporate executives have traveled all over the world and stayed at numerous hotels. They were undoubtedly treated with the utmost respect. To this end, our goal is to deeply impress them and let them recommend us to their friends and family.” With this principle, **TAI PAN RESIDENCE & CLUB** is determined to revolutionize the hotel industry and bring forth the finest accommodation service in Taiwan.

For reservations, please call +886 2 2523 8000.

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