

## **Nikki Beach Resort to Open on Egypt's Pristine Mediterranean Coast at Hacienda Bay**

**Miami Beach, Florida – July 2008** - Nikki Beach Hotels & Resorts, one of the world's most recognizable luxury lifestyle and entertainment brands, has chosen Hacienda Bay to launch its first Mediterranean resort in Egypt. Partnering with Palm Hills Developments, Nikki Beach Resorts Hacienda Bay will offer an opulent lifestyle perfectly blended for relaxation and luxury with a multitude of activities and fantastic residential options ranging from a chic and modern condo/hotel, casually elegant beachfront cabana to the ultra-luxurious estate villa.

The resort on Egypt's north coast will feature a boutique hotel boasting 125 rooms and suites - all with breathtaking beach and golf views. Plus, 25 luxurious beachfront cabanas, 55 glamorous villas, the signature Nikki Beach Club and Pool Bar, an Ultra Lounge VIP Club, two restaurants and a Nikki Spa and Fitness Center. The décor will reflect a timeless and sustainable design subtly adapted with indigenous architectural details. Water features will abound and rooms will be a minimum of 645 square feet. Ground breaking is scheduled for March 2009 with completion forecasted for May 2012.

Mr. Ashraf Ghazaly, VP for Business and Strategic Developments at Palm Hills Developments notes, "Through this exclusive partnership, we blend Nikki Beach's unique resort concept, offering five-star service, superb food and beverage, signature entertainment and luxury lifestyle ambiance with our reputation to provide outstanding real estate products fashioned to reflect the country's culture as well as our clients' lifestyle and prerequisites."

Beautiful by nature, the pristine beaches and turquoise waters of Hacienda Bay will make a spectacular backdrop for the gated compound. Upon completion, the resort will rival high-end, niche travel destinations in renowned Mediterranean locales such as Marbella, Sardinia, Monaco, Cannes, Nice and St. Tropez. "Hacienda Bay's superb location with its unique blend of outstanding accommodations high-end retail boutiques and a world-class golf course fits perfectly with our strategy to establish a presence in the best and most exclusive destinations on the Mediterranean," says Jack Penrod, founder of Nikki Beach.

"The Nikki Beach-Palm Hills Development partnership will give our guests a one-of-a kind experience. Never before has this type of boundless luxury and opulence been offered in Egypt" added Jihad el Khoury, Chairman and CEO of Nikki Beach Hotels & Resorts, EMEA.

(more)

Founded on Miami's famed South Beach in 1996 by Jack Penrod, Nikki Beach established the standard for an outstanding beach club experience and is now the premier worldwide luxury brand synonymous with jet set travel, leisure and entertainment. All the Nikki Beach Clubs, Hotels and Resorts offer theatrical entertainment with signature Nikki Beach style. These interactive events are heavily influenced by Art, Music, Fashion, & Film and are the hallmark of the Nikki Beach experience

In 2006, Nikki Beach introduced the concept of a complete resort experience for its worldwide customers. The first Nikki Beach Resort Turks & Caicos Islands opened in April 2008. Additional projects under development worldwide include Panama, Mexico, Cape Verde, Honduras, Thailand, Spain, Cyprus, Egypt, Jordan, UAE and Greece. Visit: [www.nikkibeachhotels.com](http://www.nikkibeachhotels.com)

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Media Contact:  
Margie Benziger/Holly Zawyer  
Cheryl Andrews Marketing  
Coral Gables, Florida  
305-444-4033  
Margie@cam-pr.com/Holly@cam-pr.com