

# Press Release



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## A world of epicurean adventures at Asia's Dining Destination

*Marina Bay Sands and UOB open up a new perspective  
on culinary experiences and rewards for cardmembers*

**Singapore** (July 31, 2011) – Marina Bay Sands, Asia's best destination for business, leisure and entertainment, has joined hands with leading card issuer, United Overseas Bank (UOB), to launch an unparalleled dining programme in Singapore on 31 July 2011.

This culinary programme will see Marina Bay Sands strengthening its position as **Asia's Dining Destination** as it opens its doors to a year of gastronomic experiences. UOB Credit and Debit cardmembers in Singapore and the region can look forward to a different menu of experiences every month, from kitchen tours at celebrity chef restaurants, to special menus and events, and instant rewards.

Marina Bay Sands' Vice President of Food and Beverage, Mr Tamir Shanel says: "Marina Bay Sands is the place where incredible gastronomic experiences meet instant rewards. This is the first time Marina Bay Sands is involving so many restaurants under a dedicated dining programme that showcases the breadth of international cuisine under our roof, and the extraordinarily talented team behind these delectable creations."

Adds Mr Shanel: "Since we opened last year, Marina Bay Sands has transformed the culinary scene in Singapore with its unrivalled range of celebrity chef restaurants and sophisticated establishments all around the property. This programme builds on the strength of our restaurants and UOB's track record of running dining programs. We are confident of delivering a multi-sensorial experience that will delight and reward UOB cardmembers in the next 12 months. The year of experiences at *Asia's Dining Destination* will give food-loving guests an up-close and personal look at the culinary magic happening at Marina Bay Sands."

Ms Gan Ai Im, Regional and Singapore Head, Cards and Payment Products, UOB, says: "The partnership with Marina Bay Sands adds a new and complementary dimension to our dining programme. We are delighted to offer this comprehensive and conceptual initiative that opens up the world of cuisine in a single destination to our cardmembers. Their culinary experience will extend beyond savouring what is served at the table for we will also be taking them behind-the-scenes at the celebrity chef restaurants when they book an exclusive dine and stay-in package."

“Every visit will not only be a different experience but will also be a rewarding one. The ultimate reward is that every month, one of our cardmembers from Singapore will have his or her entire month’s expenses fully reimbursed, up to S\$10,000, just by spending S\$100 in any of the participating restaurants.”

“For years, UOB has been serving up a breadth of dining deals. While we continue to expand our dining programme, we believe innovation is key and the partnership with Marina Bay Sands presents so many new angles to dining that we’ve made it a year long epicurean journey for our cardmembers to feast upon.”

High on the experience factor, *Asia’s Dining Destination* programme will showcase extensive gastronomic opportunities throughout Marina Bay Sands and UOB rewards with the use of a UOB credit or debit card. Think breakfast-with-a-view at Sky on 57 and KU DÉ TA, power lunches at Pizzeria Mozza, db Bistro Moderne and Caffè B; tantalising cocktails at CUT, FUSE and Bazin; indulgent dinners at SANTI and Guy Savoy; and decadent desserts at The Chocolate Bar located at the Sands SkyPark.

UOB cardmembers will also enjoy instant benefits<sup>1</sup> such as return visit vouchers, complimentary parking and entry to the Sands Skypark and the Skating Rink, amongst other privileges.

In addition, Marina Bay Sands has created a unique *Asia’s Dining Destination* Hotel Package that combines a luxurious stay at Club or Suite floors; champagne on arrival, a behind-the-scenes kitchen tour at the renowned SANTI and Guy Savoy; as well as breakfasts, cocktails and dinners at the celebrity chef restaurants and other participating outlets on property. This package, exclusive to UOB cardmembers, will coincide its launch with the *Asia’s Dining Destination* programme.

There will be 27 restaurants participating in this programme. They include all the celebrity chef restaurants – SANTI, Guy Savoy, Waku Ghin, db Bistro Moderne, Osteria and Pizzeria Mozza, CUT and Sky on 57 – as well as tenanted restaurants such as Caffè B, Java Detour, Jean-Philippe Darcis, Jin Shan, The Coffee Bean & Tea Leaf – Beanstro, Yu Cuisine, The Moluccas Room, Bazin, KU DÉ TA, Todai, South Coast, Punjab Grill, Hangoga and Carnivore Brazilian Churrascaria. It also includes other dining establishments owned by Marina Bay Sands, such as SweetSpot, Rise, Rise Lounge, Fuse, Chocolate Bar and The Club at Marina Bay Sands.

Under the *Asia’s Dining Destination* partnership, UOB Infinite cardmembers will also enjoy privileges such as Preferred Table at Marina Bay Sands’ celebrity chef restaurants, complimentary glass of champagne on arrival, valet parking and by-invitation-only culinary events involving Marina Bay Sands’ stellar line-up of Michelin-starred chefs.

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## **About Marina Bay Sands**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts, including the resident performance "The Lion King". Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).

## **About United Overseas Bank**

United Overseas Bank Limited (UOB) is a leading bank in Asia. It provides a wide range of financial services through its global network of over 500 offices in 19 countries and territories in Asia Pacific, Western Europe and North America, including banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and mainland China.

UOB plays an active role in the community, focusing on children, education and the arts. Its staff volunteerism programme was initiated in 2007. Through the UOB Heartbeat Run/Walk, UOB has raised funds for its named beneficiaries. UOB has also organised the prestigious Painting Of The Year Competition and Exhibition since 1982. In recognition of its contributions to the arts, UOB has been conferred the National Arts Council's Distinguished Patron of the Arts Award for the sixth consecutive year.