

FOR IMMEDIATE RELEASE  
THE ADDRESS AT LAVAGNAC  
7<sup>TH</sup> MAY 2009



IT'S OFFICIAL - DOMAINE DE LAVAGNAC IS **THE ADDRESS** IN THE SOUTH OF FRANCE

- The Frere Group's unique new €500 million golf and spa retreat in Languedoc-Roussillon is to be managed by the award-winning The Address Hotels + Resorts, the 5 star premium hotel brand of the Emaar Hospitality Group.
- Domaine de Lavagnac is centred around a 17<sup>th</sup> century chateau, known locally as the Versailles of Languedoc. Once sympathetically renovated and restored, 70 luxurious hotel suites at The Address at Lavagnac will be created behind the limestone turrets of this historic chateau.
- Set in 192 hectares of vines, olive groves and woodland, Domaine de Lavagnac will boast one of the largest spas in the South of France, an international golf course and a selection of exclusive freehold properties.

Today (Thursday 7<sup>th</sup> May 2009) The Frere Group, owners of Domaine de Lavagnac, signed a management contract with The Address Hotels + Resorts to operate the luxurious hotel and holiday homes being created at an exciting new retreat in the Languedoc-Roussillon region of the South of France.

Scheduled to open in 2011, Domaine de Lavagnac really is set to be the most exclusive address in the area, being the first five star tourism development in Languedoc. At the heart of this €500 million development is a 17<sup>th</sup> century chateau that is being transformed into a 70 suite hotel, which will be known as The Address at Lavagnac. Located in close proximity to the Mediterranean coast, and within easy travelling distance of five international airports, the chateau is one of the finest in the South of France, dating back to the Gallo-Roman era and is a fitting centrepiece for this premier property resort development.

Mr Charles Cox, chairman of Residence de Lavagnac SARL, the Frere Group's development division, said: "Domaine de Lavagnac is the first of its kind – a five star luxury resort in the South of France, and is set to further strengthen in-bound tourism to the region on the Mediterranean coast. The eco-friendly resort is designed as an integrated community with a retail village and world-class golf course and tennis academy to maximise its tourism potential. To operate the hotel and residential units, we needed a partner who could bring in true value differentials. The Address Hotels + Resorts, with its track-record of creating distinctive hospitality experiences, offers a perfect fit to our growth objectives."

The premium hotel brand of Emaar Hospitality Group, The Address successfully opened its first hotel - the Downtown Burj Dubai - just a year ago, and will open The Address, Dubai Mall and The Address, Dubai Marina later this year.

The Address has already won an impressive collection of prestigious awards including the Best New Hotel Award at the Arabian Hotel Investment Conference (AHIC) and Dubai's Leading Lifestyle Hotel and Middle East's Leading New Hotel at the World Travel Awards. In addition, The Palace – The Old Town Hotel which is managed by The Address Hotels + Resorts won Dubai's Leading City Resort also at the World Travel Awards. The Address at Lavagnac marks the first entry into Europe for the company which is on target to open and manage 15 projects worldwide by 2012.

As well as the luxurious chateau hotel and the international golf course and golf academy, within the 192 hectares of vines, olive groves and woodland Residence de Lavagnac SARL is creating a 1,000 sq. metre spa retreat which will be one of the largest in the region. It will feature spacious lounge areas bathed in natural light and indoor pools to provide the perfect place to unwind and enjoy a range of relaxing and rejuvenating treatments and exercise classes. The project will also have 430 serviced holiday homes to be managed by The Address at Lavagnac, all of them designed in a chic contemporary style, plus a further 220 stylish and luxurious permanent residences.

Further features of this unique new resort development will include a tempting selection of gourmet restaurants, a conference centre that can accommodate up to 500 people, leisure facilities including tennis courts and a selection of exclusive retail shops.

Due to open in 2011, the first phase of holiday properties at Domaine de Lavagnac has just been released for sale. The first 106 homebuyers are being offered an exclusive investment package giving a 7% guaranteed financial net return for 25 years, plus capital growth. The incentives also include a 19.6% rebate of French TVA and an off-plan completion bank guarantee. This means that for a deposit of just €36,000, buyers at The Frere Group's Domaine de Lavagnac can become proud owners of a luxurious two bedroom ground floor apartment in the most exclusive five star golf and spa development ever created in the Languedoc area of the South of France.

For full details of this unique offer, contact Domaine de Lavagnac on 0870 6265269 or visit the website at [www.domainedelavagnac.com](http://www.domainedelavagnac.com)

For further press information or photography, please contact Nan Ensor at Bright PR on 07801 855367, email: [nane@brightpr.com](mailto:nane@brightpr.com) or Sharon McEwan on 0141 248 1234, email: [info@brightpr.com](mailto:info@brightpr.com)

### **Notes to Editors**

### **About The Frere Group**

The four principals of The Frere Group are the Cox brothers - Barry, Charles, Melvin and Bobby - who over the years have amassed expertise in a diversity of successful business ventures, from golf course design and management to the development and subsequent sale of Hard Rock International for \$200 million, and from road building and construction to being involved in the second largest gold exploration company in Kazakhstan with mineral rights to over 42,000 square kilometres.

Today, the four Cox brothers, with carefully chosen strategic partners, have joined forces to develop Domaine de Lavagnac, a €500 million luxury resort in the South of France which will include an exclusive 5 star Hotel and Spa, a championship 18 hole golf course, and 650 homes set in 192 hectares of one of the most beautiful areas of the Languedoc-Rousillon region of the South of France. For further information, telephone the Domaine de Lavagnac UK office on 0870 6265269. Or visit the website at: [www.domainedelavagnac.com](http://www.domainedelavagnac.com)

**About The Address Hotels + Resorts:**

The Address Hotels + Resorts, the five star premium hotel brand launched by Emaar Hospitality Group sets an all-new definition for global standards of luxury. Creating a distinct positioning with the brand philosophy of 'Where Life Happens', The Address properties are situated in the most vibrant locations and target corporate, leisure and group travellers – particularly the international jetsetters and global high achievers who value personalised luxury. This modern brand focuses on a 'one size fits one' strategy where benefits to guests and service excellence are a priority. The expansion of The Address Hotels + Resorts include key destinations in the Middle East and North Africa region, the Indian Subcontinent, Asia, Europe and America over the next ten years. For more information visit [www.theaddress.com](http://www.theaddress.com)