



*For Immediate Release*  
*March 2010*

## *The Shore at Katathani - Unveiled*

The Shore at Katathani brings the ultimate in luxury to Thailand, with the opening of the beach front, all pool villa property on 1<sup>st</sup> April, 2010. Snuggled on the stunning secluded cove of Kata Noi Beach in Phuket, just 45 minutes by road to Phuket International Airport.

This bold new arrival includes 36 impossibly luxurious infinity pool villas, restaurant, spa, wine cellar and its very own Secret Wedding Terrace. The Shore's style fuses seaside resort comfort, colonial antiquity with mod-con luxury. Offering a serene setting perched upon the hillside commanding an impressive view of the 850 meter beachfront on the Southwest Coast of Phuket Island.

The accommodation consists of three different room types, Two Bedroom (split-level) Pool Villa, Seaview Pool Villa and Pool Villa. With only 36 villas, visitors are guaranteed fabulous service. All villas, by Charupan Wiriyawiwatt of NagaConcepts, will feature infinity-edged plunge pools facing the ocean/garden, spacious living areas, outdoor sunken lounging area and 24hr resort host service.

With luxury and technology in mind, the villas at The Shore, feature broadband internet access, as well as personal electronic devices such as iPods. Villas measure from 130 square metres up to 260 square metres.

Chef Thavee dishes up gorgeous modern international cuisine and speciality evening tapas in The Harbor, housed under a high, airy ceiling overlooking the spectacular views of Kata Noi Beach. When the sun sets there's no better place to relax than at The Lighthouse cocktail bar, where you can get the best "Shores of Serenity cocktail". And for all wine lovers, The Cove is a fully stocked cellar gem, perfect for indulging the love of the grape.



Serenity Spa - modern elegance combines with ancient Thai culture providing every visitor the chance to unwind, enhance their beauty and awaken the spirit. Guests are able to choose from a wide range of holistic treatments at the elegantly appointed three private spa villas incorporating Herbal Steam and outdoor plunge baths. The setting is complete with shimmering reflection pools and a lush green landscape. Natural use of products is key to the spa concept from Mango Butter Body Scrubs, Tamarind Skin Exfoliation to 'nature's own' facial using only clay bound Thai fresh fruits.

The Shore's aptly named Secret Wedding Terrace is hidden away, yet only a stroll away from the beach and will accommodate up to 120 people for weddings, vow renewals and blessing ceremonies.

Additional facilities will include a fitness centre, main pool, and complimentary guest activities, including tropical fruit-picking in The Orchard, yoga classes and aqua fit. A library will be available for solitary, leisurely reading or small gatherings up to 10 people.

The Shore at Katathani is the little sister to the established Katathani Phuket Beach Resort, which are located next door to each other. Guests staying at The Shore will have full use of all the facilities on offer at Katathani Phuket Beach Resort. Commenting on the new arrival, CEO, Sombat Atiset said *"The Shore is a rare gem that offers supreme location and comfort. It will surely add exceptional value to our family of resorts and the Island of Phuket. We are excited to welcome the first guest to this new property in April 2010"*.

The Shore's philosophy is based on their passion for beauty, celebration, romance and life. They believe in a natural fusion of indoor and outdoor living *'where time has no meaning beyond the pleasure of every moment'*.



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