



Octogone Hotels Press Kit
2010



PRESS INFORMATION

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**OCTOGONE HOTELS
THE MOORISH CONCEPT OF HOSPITALITY**



A Completely Novel Approach to Traditional Five-Star Hotel keeping

Christian Rivadalla, Founder and President of Octogone Hotels, is a discerning and well-traveled individual. When he decided to create Octogone Hotels, he did so with an eye toward offering something different. As a result, his new hotel company operates on the traditional concept of Moorish hospitality -- where good living takes place in a very culturally-driven and diverse

setting. And perhaps no destination embodies this philosophy more than Morocco with its blend of French and Arabic cultures.

Guests at Octogone Hotels find that they receive five-star services in a home-like setting. There is no barrier between the guest and the hotel. Immediately upon arrival, guests are introduced to all of the executive staff by first name. The Riad-style accommodations are luxurious yet reminiscent of home and guests find they can enjoy luxury without the aristocratic, cold, detached service that is so often found in the world's finest hotels.

In fact, when the first guests arrived at Octogone TERRE during the soft opening period, they became part of the process of "finishing" the resort. They were asked to make recommendations and help select everything from hair dryers to carpeting. The line between the hotel and hotel guest was completely removed. In fact, Gary Goetzman, the producer of the hit movie "Mamma Mia!" was in Marrakech at the time. He came to stay at the resort and spent many an afternoon and evening serving as bartender at the hotel.

One of the most successful ideas at Octogone is its "ANYWHERE" concept. This applies to both dining and spa facilities like massages. Guests can order food from room service at any time and anywhere in the resort where they would like to dine. Additionally, one can have a massage anywhere in the resort they would like. In fact, when the masseuses are not booked, they offer complimentary foot massages at the pool each day.

At Octogone Hotels guests receive a complimentary cell phone for use during their stay with free local phone calls. Additionally, the minibar is also free for guests' use. While there are no alcoholic beverages inside, guests can avail themselves of sodas, juices, and waters at any time and it is restocked daily. Alcohol can be served in the room upon request. Complimentary Continental breakfast is also available throughout the day.

Cultural diversity is everywhere at the hotel. The architecture and interior design are decidedly Moorish. Musicians are Cuban and dancers are Flamenco. The chef serves traditional Moroccan delicacies as well as sushi and Cuban specialties. The restaurant is supplied by a green house on property for herbs and spices and the farm supplies fruits and vegetables. The technology is American state-of-the-art with high-speed wireless Internet available throughout the hotel.

Rivadalla is also working on a concept of the "TERRE Trunk." He is currently in negotiations with top couture designers to secure a trunk full of clothing in a variety of sizes whereby if a guest's luggage is lost, he or she can select a few outfits to wear - and keep -- until their own stuff arrives.

Additionally, upon departure, each guest of Octogone Hotels is presented with a bottle of organic first-pressed olive oil (0.3% acidity) which comes from Mr. Rivadalla's own estate nearby boasting over 1,000 olive trees.

Moorish, five-star hospitality indeed.

Octogone Hotels is headquartered at 8912 E. Pinnacle Peak Road, Suite F9-586, Scottsdale, AZ 85255. Phone: 480-503-8022 or 800-915-4012, e-mail at info@octogonehotels.com or via the web at www.octogonehotels.com.

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OCTOGONE HOTELS / TERRE MARRAKECH

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OPENING DATE: November 1, 2006

LOCATION: TERRE covers almost 12 acres of land in the stunning Palmeraie Desert just 7 kilometers from the center of Marrakech.

OWNERSHIP: Christian Rivadalla, President of Octogone Hospitality LLC

DESCRIPTION: TERRE, which means "earth," is a five-star luxury resort just outside Marrakech. This Moroccan masterpiece offers the serenity of a true desert palace and is the fulfillment of a lifelong dream of owner Christian Rivadalla. With 52 luxury suites, two restaurants, a spa, swimming pool, tennis courts, fitness center, and excursions designed to provide a true Moroccan experience, this is the ultimate exotic getaway. The resort offers an innovative blend of old and new enabling guests to be submerged in true Moroccan style while being spoiled with all of the present day luxuries.

**ARCHITECTURE/
INTERIOR DESIGN:** TERRE was designed in keeping with the traditional Moroccan style, but with an Octogone Hotels' twist! The luxury villas are created using an eight-sided variation of the traditional Moroccan Riad style homes.

El Kasmi Khalid, Architect
Medina International, Interior Designer

There are 28 striking bronze sculptures on display created exclusively for the resort by international artist Tourya Othman (www.touryaothman.com).

MANAGEMENT: Mr. Mohamed Lamarti, General Manager

ACCOMMODATIONS: TERRE offers 52 luxurious suites in five different style of accommodation:

ROYAL VILLAS (400 square meters): Well suited for the ultimate family vacation or friend's getaway. The Royal Villa features four bedrooms, four full bathrooms, a complete kitchen, living room, study and dining area, private ramada, and garden. Some are also complete with a private pool.

ROMANCE SUITES (65 square meters): Perfect for romantic getaways, the Romance Suite offers a master bedroom with full bathroom, spacious sitting and working area, a separate shared living room, and terrace dining area which opens on to a private ramada and garden.

PRINCESS SUITES (100 square meters): Ideal for couples or for a third guest like a child, the Princess Suites feature an extra large master bedroom, a full bathroom, a separate shared living room, and a terrace dining area opening out to a private ramada and garden.

SUITES (90 square meters): The Executive Suites feature a deluxe extra large suite with a full bath, sitting and dining area, work area, and common patio.

JUNIOR SUITES (35 square meters): The newly added Junior Suites offer the best value and feature a spacious

bedroom with full bath, separate living and dining area, and a shared patio.

GUEST ROOM FEATURES:

Each of the suites is beautifully designed in Moroccan style and features a minibar, television, phone, CD alarm clock, air conditioning, smoke detectors, luxury Simmons beds and bedding. Bathrooms feature stall showers, bathtubs, hair dyers, and designer amenities. The hotel also features wireless Internet access in all rooms and public areas. Guests also have use of a complimentary cell phone during their stay with free local calls.

DINING:

TERRE offers guests three dining options:

CUISINE MAISON: The traditional Moroccan French cuisine style restaurant with local and regional favourites and authentic Moroccan music and entertainment.

MILAGROS: Offering an innovative cuisine of French food infused with Moorish style and flavours. Travelling chefs from throughout the world come to offer a diverse selection of courses for guests' enjoyment.

ANYWHERE DINING: This is Octogone Hotels' concept of room service enabling guests to dine 24-hours in the comfort of their villa or anywhere on the property.

SPA:

TERRE offers the full-service Sultry Spa which is based on the Balinese wellness philosophy. Professionals on staff provide massages, facials, and other spa treatments as well as a Hammam and a full-service salon.

RECREATION:

Guests at TERRE can enjoy a wide range of recreational facilities including an infinity pool, tennis courts, fitness center with weight system and cardio equipment, a putting range, and access to three nearby world-class golf courses. The resort also features "Kid's Corner" which provides recreational programs for children of all ages, along with sports equipment, excursions, a library, and access to the latest games and technology.

MOROCCAN EXPERIENCES:

TERRE offers a variety of excursions to give guests a deeper experience of the many aspects of Moroccan life. These activities include private shopping tours to the souks (Moroccan markets) daily as well as exclusive showings of goods on the property. Day trips are also offered to the Atlas Mountains for skiing and hiking and to Essaouira for beach enjoyment. Exploration of the Moroccan terrain is provided by horseback, bike tours, All Terrain Vehicles, and Jeep rides. Bespoke private excursions can also be designed for individual guest's enjoyment.

AWARDS & ACCOLADES:

2007 Am Cham-OCP Moroccan-American Trade and Investment Award from The American Chamber of Commerce in Morocco

RATES 2009 & 2010

ALL CURRENCIES

	Basse Saison Low Season (LOW)	Saison Normale Normal Season (NOR)	Haute saison High Season (H)	Très haute Saison Very High Season (VH)
Tarifs / Rates DIRHAMS Suites occupation /occupancy 1-2 pax B&B	01/07/2009 - 31/08/2009 01/07/2010 - 31/08/2010	05/01/2009 - 28/02/2009 01/06/2009 - 30/06/2009 01/09/2008 - 17/12/2009	01/03/2009 - 31/05/2009 01/03/2010 - 31/05/2010	18/12/2009 - 03/01/2010 17/12/2010 - 02/01/2011

RACK RATES (Include 10% VAT & Continental Breakfast)

Description	Dirham	Euro	Pounds	Dollar	Dirham	Euro	Pounds	Dollar	Dirham	Euro	Pounds	Dollar	Dirham	Euro	Pounds	Dollar
JR Suites	1,000	€91	£88	\$115	1,250	€114	£104	\$143	1,375	€125	£114	\$158	1,500	€136	£125	\$172
Suites	1,600	€145	£133	\$183	2,000	€182	£166	\$229	2,200	€200	£183	\$252	2,400	€218	£199	\$275
Romance	2,200	€200	£188	\$252	2,750	€250	£228	\$315	3,025	€275	£251	\$346	3,300	€299	£274	\$377
Princess	2,800	€254	£233	\$320	3,500	€318	£291	\$400	3,850	€349	£320	\$440	4,200	€381	£349	\$480

Extar Charges	Dirham	Euro	Pounds	Dollar
Extra Adult in Suite	750	€68	£63	\$86
Extra Child 12 thru 18	400	€37	£34	\$46
Chb Charge	300	€28	£25	\$35
Rollaway Charge	300	€28	£25	\$35
City Tax per person & night	23.20	€2.20	£ 2.00	\$2.70

Board Charges	Dirham	Euro	Pounds	Dollar
Breakfast	120	€11	£10	\$14
Half Board - Lunch	220	€20	£18	\$26
Half Board - Dinner	300	€28	£24	\$35
Full Board	520	€48	£42	\$61

2009 ROOM RATES:

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OCTOGONE TERRE RESORT & SPA OPENS SULTRY SPA



Offers spa treatments based on Balinese philosophies of health and wellness

The Sultry Spa at Octogone TERRE Resort & Spa offers a complete range of treatments in addition to a unique octagon-shaped Hammam.

The Hammam is the Middle Eastern variant of a steam bath. It played an important role in cultures of the Middle-East, serving as places of social gathering, ritual cleansing, and as architectural structures with special customs attached to them.

The Sultry Spa at Octogone TERRE Resort & Spa was inspired by Balinese massages which focus on the use of different oils including a ginger mix, sugar cane mix, coffee bean mix, etc. At 250 square meters it has four treatment rooms, an octagon-shaped Hammam, a gift shop, relaxation room, and changing rooms.

Treatments at the Sultry Spa include:

- ***Octogone Massage*** - Relaxing massage using local sophisticated pure Argan oil to moisturize the skin. Argan oil comes from the nuts of the Argan tree which grows only in the South Western part of Morocco. The Argan tree produces nuts from which is extracted a very nutritious oil. For centuries, Berber women of this region have produced Argan oil which was used for their consumption and traditional Moroccan medicine as it is believed to have cosmetic and nutritional properties. (30 minutes - 600Dh; 50 minutes - 1,000 Dh).
- ***Octogone Royal Hammam/Floral Bath*** - Hammam bath, relaxing Ginger Scrub, massage with body oil and fresh mint, and bath scented with roses and almond milk. (50 minutes - 750 Dh).

- *Balinese Aromatherapy Massage* - Essential oils help in the relief of muscle tension and promote overall relaxation. (30 minutes - 600 Dh; 60 minutes - 900 Dh; in-suite add 300 Dh).
- *Octogone Nomadic Experience* - Hammam bath, traditional skin scrub which adds softness and gives a healthy glow, full body rhasoul and Argan oil application and wrap, rose petal bath, facial treatment, and Oriental massage. (90 minutes - 1,800 Dh).
- *Henna Tattoo* - Traditional, nomadic style temporary henna tattoo on the foot, hand, or arm (400 Dh).

Octogone TERRE (Earth) Resort & Spa is a secluded luxury five-star getaway located at the doors of the famous palm grove "Palmeraie" just 7 kilometers outside of Marrakech and on the road to Casablanca.

Everything at TERRE -- from the architecture to the cuisine -- is an innovative blend of old and new enabling guests to step into the past and be immersed in true Moroccan style while being pampered with all imaginable present-day luxuries.

The 52-room luxury suite property is set on almost 12 acres in its own small village. Facilities include three restaurants, a full-service spa, an infinity pool, tennis courts, a fitness center, golf putting area, and access to nearby world-class golf courses. For reservations, call: (480) 503-8022 or (800) 915-4012 or visit www.octogonehotels.com.

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OCTOGONE HOTELS EXTENDS HOSPITALITY TO GUESTS AND THE ENVIRONMENT



Redefining Five-Star Hospitality With Environmentally Friendly Efforts

Octogone Hotels offer guests not only unmatched, five-star hospitality, but also an environmentally friendly atmosphere. Octogone Hotels' green philosophy begins with light and water conservation and encompasses home grown produce. The company's first property, Octogone TERRE Resort & Spa, which opened in November 2006, has paved the way for keeping a safe environment.

"One of our main priorities here at the TERRE Resort & Spa is to help save our planet. We are doing as much as we can to ensure our survival on this beautiful planet, called earth – the namesake of this resort. While guests stay with us they are also helping to keep a healthy environment," says Christian Rivadalla, Founder and President of Octogone Hotels.

There will be a total of eight environmentally conscious and breathtakingly beautiful resorts in Morocco when construction on the last property is completed by the end of 2012. Each one will raise Morocco to an all-new travel destination and delight travelers.

Octogone Hotels' Green Setting:

At Octogone Hotels, Riad-style accommodations are presented in a home-like setting that honors a green philosophy. The hotel's focus on environmental safekeeping is evident through the following efforts:

Light Conservation:

Traditional guards guide guests to their villas with handheld lanterns in order to decrease the use of outdoor artificial light. In addition, un-occupied villas and suites are not lit in the evening and at night only lanterns are used outdoors.

Recycling:

Appropriate leftover food is re-used for the hotel's gardening and bird-feeding programs that are implemented by the hotel's expert gardeners.

Water Conservation:

Filters have been installed to ensure pure water throughout the property. Rainwater is collected overnight using water wells and re-used for irrigation. Recycled water waste is re-used for irrigation in specific areas of the garden. Each hotel is also implementing Xeriscape™ (water efficient) principles, meant for native and naturalized plant species that are adapted to survive in areas of low precipitation.

Home Grown:

Octogone Hotels serve guests with their very own home-grown produce. Even herbs and flowers are specifically grown for use in the hotel. Upon departure, each guest is presented with a bottle of organic, first-pressed olive oil (0.3% acidity), which comes from the hotel's own Farm Estate that cultivates more than 1,000 olive trees.

Other notable, environmentally friendly features at Octogone Hotels include:

- Reserving existing vegetation, including opting for desert plants that require minimum watering.
- Creating green-friendly walkways using Tadelakt which uses pigment and plaster as a base thereby eliminating the use of cement, and banning cars/trucks/buses from the property.
- Use of earth light-colored pavement to introduce a natural light reflecting effect to minimize solar heating. The Tadelakt absorbs heat, keeping the surface cool. Cement or tar would do the opposite.
- Integrating architecture to maximize the environmentally friendly philosophy: adjusting ceiling planes to create a mechanism of distributing light in a space, and creating ventilation and re-circulation of coolness and heat.

With these efforts, Octogone Hotels offer guests an opportunity to save the environment while on vacation.

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