

For Immediate Release
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PACE brings together red-hot superstars to unveil 'MahaSamutr' - Hua Hin's first truly high-end villa-and-country-club resort development set around a gigantic clearwater lagoon

- **For the first time ever, four of the country's hottest stars – 'Aum' Patchara, 'Chompoo' Araya, Ananda Everingham and Mario Maurer - are brought together in an advertising campaign to reflect MahaSamutr's high-flying lifestyle concept**
- **The ultimate in modern-style villa development features Asia's largest man-made clearwater lagoon set to become a new luxury icon for Hua Hin. It will be Thailand's first world-class country club and beach club providing every lifestyle needs for the whole family**
- **Sales launch for the villas set for April 2014; completion scheduled for end of 2014**

Bangkok (28 June 2013) – **PACE Development Corporation Plc**, today unveiled 'MahaSamutr' – an truly high-end villa-and-country-club resort development in Hua Hin that is set to become a phenomenal residential property in Thailand's high-end sector and a new landmark in this resort town. Located at Hua Hin Soi 112 on a plot of over 120 rai, MahaSamutr will answer every high-flying lifestyle vacation need in a vibrant environment. The development comprises of modern-style villas set around a 45-rai lagoon - Asia's first clearwater man-made lagoon, complete with Thailand's first world-class country club and a beach club for the ultimate in lifestyle in Hua Hin.

PACE is creating a buzz with the unveiling of MahaSamutr by bringing together ‘Aum’ Patcharapa Chaichue and ‘Chompoo’ Araya A. Hargate along with Ananda Everingham and Mario Maurer, four of Thailand’s A-list actors/actresses who are to be the project’s spokesmodels under a ground-breaking all-star concept that reflects MahaSamutr’s ultimate all-star quality.

At the launch event, **Sorapoj Techakraisri, Chief Executive Officer of PACE Development Corporation Plc**, welcomed the guests along with the project’s spokesmodels **‘Aum’ Patcharapa Chaichue, Ananda Everingham and Mario Maurer** who shared their high-flying lifestyles with the media. The ambience at the event, held at Grand Hyatt Erawan Hotel in Bangkok, exuded the project’s ultra-exclusive Hua Hin Country Club.

Not only will the guests to the MahaSamutr launch gala dinner enjoy a special membership promotion for the Hua Hin Country Club in MahaSamutr, they will also join PACE in contributing to the *Chaipattana Foundation* as PACE will donate all proceeds raised from club subscriptions on the special night to benefit two programmes under the Chaipattana Foundation: the Keep Bang Krachao as Bangkok’s Lung Project and the Suan Somdet Phra Srinagarindra Training Centre in Hua Hin as intended by the developer of MahaSamutr.

Mr. Sorapoj Techakraisri, Chief Executive Officer of PACE Development Corporation Plc, said “MahaSamutr has brought together four of the hottest superstars of Thailand – ‘Aum’ Patcharapa, ‘Chompoo’ Araya, Ananda Everingham and Mario Maurer - to be the project’s spokesmodels. Chosen because they are recognized as members of Thailand’s A-list, they perfectly embody the project’s all-star concept. With the choice of these spokesmodels, the project has become the talk of the town even before the official launch. MahaSamutr is a high-quality, high-end project developed by an all-star team using world-class technology. We pride ourselves in paying attention to every detail of the process from architectural design and construction to interior design, as well as the lifestyle concept of the restaurants and sports activities.

“MahaSamutr is comprised of simple yet elegant contemporary villas with iconic and outstanding big eaves. Like a private empire that is close to nature, the villas have a spectacular and panoramic view of the massive 45 rai lagoon fronting the homes. There are 90 villas each covering 550-600 square metres on a 200-square wah plot. Prices start from Bht 35 million,” explains Mr. Sorapoj.

To ensure crystal-clear, turquoise water, the company has commissioned Crystal Lagoons, where a team of world-class experts uses cutting-edge technology to constantly monitor and maintain the lagoon’s water condition.

Mr. Sorapoj said, “We are investing heavily in the ‘Hua Hin country club’ to ensure world-class standards in both the design and advanced equipment. It will offer indoor/outdoor sports and recreational activities to suit the needs of all family members. In what should be the first of its kind in Hua Hin, the development offers, among others, various activities in the large clear water lagoon, such as kayaking, windsurfing, sailing and diving. We have invited Olympic gold medalists and world-class coaches advise our sports and recreational programmes. In addition, ‘Hua Hin Country Club’ in MahaSamutr will offer a premium restaurant, led by Chef Vincent Thierry, a 3 Michelin star chef.

‘Hua Hin Country Club’ is supported by International Leisure Consultants (ILC), Asia’s leading leisure, hospitality, spa, golf and recreational specialists. Having been involved in the private club sector in Asia and beyond for more than 25 years with more than 40 clubs in Asia under its supervision, ILC brings a wealth of specialist knowledge and expertise as development and management consultants to the ‘Hua Hin Country Club’.

“Villa owners will be entitled to life membership at the country club. We are also open to a limited number of outsiders to be members of the Hua Hin Country Club,” added Mr. Sorapoj.

MahaSamutr has a dedicated ‘beach club’ that allows residents full access to Hua Hin beach, should they opt to swim in the sea.

MahaSamutr is conceived and being developed by PACE, which is currently constructing Bangkok's tallest building – a stunning 77-floor pixilated tower (314 metres high) that will become a landmark feature of Bangkok's skyline when completed in 2015. **MahaNakhon** mixed-used development includes 200 **Ritz-Carlton** branded luxury residences priced between Bht 34 million to over Bht 336 million per home, a 159-room boutique hotel, as well as the **CUBE Lifestyle and Retail Centre** which is anchored by three world-class dining experiences, including **Vogue Club**, **Dean and DeLuca's** flagship outlet, and **L'Atelier de Joël Robuchon** by 'Chef of the Century' Joël Robuchon who will open his first restaurant in Thailand.

“PACE Development – the leader in high-end property development”

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Notes to the Editor

***PACE Development** is a residential property developer that focuses on innovative design and prime locations with a track-record of delivering its projects on time and at the highest quality standards. It is led by a dynamic management team with a strong background in property development.*