



For Immediate Release
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Asia's largest man-made clearwater lagoon at MahaSamutr in Hua Hin ready to open December 2014

- **Bht 600 million clearwater lagoon to be new Hua Hin icon**
- **New clearwater technology promises crystal clear, turquoise waters through cutting-edge technology that allows constant water condition monitoring and maintenance**
- **Private villas show strongest demand in Hua Hin and have most limited supply as urban wealthy seek private villas and private gardens**
- **MahaSamutr show units ready in Q4 2014**

Bangkok (23 May 2014) – PACE Development Corporation Plc, (Friday 23 May), said that it plans to complete Asia's largest clearwater lagoon in December 2014 at a cost of Bht 600 million. The 45-rai lagoon is located inside the 120-rai, MahaSamutr ultra-luxe villa-and-country-club resort being developed at Hua Hin Soi 112 with an overall investment of Bht 3,280 million.

Mr. Sorapoj Techakraisri, Chief Executive Officer, PACE Development Corporation Plc, said, **“This lagoon will become an iconic landmark for Hua Hin. It is the first time that this cutting-edge clearwater technology is being introduced to Asia and it will be a sensation. The lagoon’s water is always crystal clear as it is constantly monitored and maintained through telemetry to ensure the ‘paradise beach’ feel of turquoise waters edged with fine white sand and trees.”**

The quality of the water is maintained from a global control centre using a system of filters and other technologies that ensure the virtual elimination of all chemicals and chlorination which are reduced to less than 1% of what is usually used in current pool technologies.

Mr. Kevin P. Morgan, CEO of Crystal Lagoons USA, Inc., said “Thailand gives us an outstanding strategic position in South East Asia, and the opportunity to participate in a world-class development that adds prestige to our current portfolio. We partnered with PACE because of their strong reputation and successful track record,”

Mr. Sorapoj said that the giant lagoon, as well as the overall project, is being built by one of Thailand’s foremost contracting companies, Thai Obayashi, which is known for delivering projects constructed to the highest global standards.

MahaSamutr is comprised of 81 **Private Villas** located around the clearwater lagoon, ranging in size from around 550-600 sqm, on 200 sq wah of land, and are priced at Bht 40 million, upwards.

MahaSamutr also has Hua Hin’s first Country Club that will provide members and villa owners a level of service and facilities at their vacation home that is unparalleled in Thailand.

Mr. Sorapoj said, “Hua Hin is an extremely popular resort town where many Bangkok families have a resort home. However, there is nowhere in Hua Hin that offers them world-class holiday recreation activities and services, which is why we see opportunity in providing them with a world-class country club.

“At the MahaSamutr Country Club, members can enjoy the extraordinary experience of swimming and other sporting activity in the MahaSamutr Lagoon’s crystal clear waters. They can also enjoy world-class coaching, fine dining, a rich social calendar of activities as well as the availability of the highest quality equipment across a huge range of indoor and outdoor sporting activities, including kayaking, windsurfing, an Olympic-sized pool, tennis and squash,”

In addition to the prestigious country club, MahaSamutr offers villa owners access to the **Beach Club** which is located in the middle of Hua Hin beach, and offers al fresco dining as well a abundant parking facilities.

“It gives residents the luxury of having a place right on the edge of the sea and a private facility from which to watch sunsets,” he added.

Mr. Sorapoj said that the Hua Hin property market was very robust for villas as the supply of the highest quality villas was limited while demand for them was increasing because a rapidly growing number of the urban wealthy were seeking private villas and private gardens in the resort.

He said that the approach of the ASEAN Economic Community had also had a positive effect on demand for villas and that PACE was targeting overseas buyers for around 25% of its MahaSamutr villas.

MahaSamutr is expected to be completed by the last quarter of 2015. Show villas will be ready for viewing in Bangkok in November this year.

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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.*