**REGENT HOTELS LAUNCHES MOBILE WEBSITE IN PARTNERSHIP WITH NUCLEUS**

**Taipei, Taiwan – June 27, 2013** - Luxury hotel group Regent Hotels & Resorts is pleased to announce the launch of a smartphone version of its global website. The new mobile site was designed and developed by London-based brand and digital agency, Nucleus.

Regent is a global luxury hospitality brand that currently operates hotels in Bali, Beijing, Berlin, Phuket, Singapore, Taipei, and Turks and Caicos. After the success of its digital platform, launched in late 2011, Regent has decided to target affluent smartphone users with a finger-friendly small screen version of its website.

The innovative website, www.regenthotels.com, now adapts to tablets and a variety of smartphones, including iPhones and Android devices, providing an optimized user experience for busy luxury travelers who increasingly browse and book online from their mobile devices.

 “The launch of this mobile website further demonstrates Regent’s commitment to being an iconic brand that stands the test of time, ” said Steven Pan, Chairman, Regent Hotels & Resorts. “The mobile launch of our website will enable guests to experience our timeless design and service concepts on state-of-the-art technology.”

“Regent recognized early the importance of offering mobile users an optimized experience,” said Peter Matthews, Nucleus CEO. “We started with a tablet-friendly website and have now optimized it for smartphones – a decision that will pay dividends in the Mobile era that is already upon us.”

Guests who access the mobile web site will be pleased to see the inclusion of Regent’s new resort, Regent Bali. Opened this June, the luxury resort hotel is located on Bali’s spectacular eastern coastline and is the only all-suites beachfront resort in Sanur.

**About Regent**

Regent is a global luxury hospitality brand encompassing hotels, resorts, residences and cruises. In 2010, the Regent brand returned to its Asian roots with its acquisition by Taipei-based FIH Regent Group. Regent Hotels & Resorts currently operates hotels in Bali, Beijing, Berlin, Phuket, Singapore, Taipei, and Turks and Caicos, with hotels and resorts under development in Doha, Kuala Lumpur, and Montenegro. Florida-based Regent Seven Seas Cruises operates an award-winning fleet of medium-sized luxury cruise ships that visit over 300 ports worldwide. In 2011, all hotels in the Regent-managed portfolio were listed as the best luxury hotels in the world by *Condé Nast Traveler*’s Readers Choice Awards, becoming the first and only international luxury hotel group to ever achieve this recognition.

For more information, please visit [www.regenthotels.com](http://www.regenthotels.com/).

**About Nucleus**Nucleus is an independent London-based brand consultancy that combines design, digital and intellectual property expertise to help its clients achieve their brand objectives, through:

Brand Promise – defining and articulating brand purpose
Brand Experience – creating compelling brand experiences in a mobile digital world
Brand Asset Management – registering and protecting Brand IP

Current Nucleus clients include: Amanresorts, CV Travel, P&O Cruises, Regent Hotels, Rothschild, sQuid, Toyota and Williams Lea.

www.nucleus.co.uk

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