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NIZUC

GHM BRINGS ASIAN SIMPLICITY TO THE RIVIERA MAYA, MEXICO

Riviera Maya, Mexico (January 23, 2008) - Bearing the unmistakable imprint of legendary hotelier Adrian Zecha, **Nizuc** will offer hotel accommodation and villa ownership on the Riviera Maya, Mexico. Setting new standards of style and service in one of the most beautiful areas of the world, Nizuc will open in October 2009.

This \$180 million development is to be housed in the former Mexican Presidential retreat. The ancient Mayan culture of the people who populated this area will influence all aspects of the hotel, inspiring the design, food and art. The project will comprise 160, one-two-three bedroom pied-a-terres, 45 hotel rooms, 16 Club suites and three expansive villas. Also part of the development is a 4,000 sq feet ESPA Spa offering an innovative treatment program inspired by millenari mayan traditions as well as ayurvedic treatments, a boardwalk along the mangroves, and multiple meeting facilities.

Designed by renowned architect Jean Michel Gathy (The Setai, One & Only Maldives among others), in collaboration with award winning Interior Designer Jaya Ibrahim, the space will include calming Indonesian inspired interiors for this remote hideaway.

There will also be three restaurants (one focusing on Mexican regional cuisine, another Peruvian, and a beachside restaurant overlooking the private beach) as well as a Havana Cigar lounge.

Nizuc is located on the great Mayan reef, the second largest reef in the world for diving and snorkelling and overlooks one-mile of pristine beachfront.

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About General Hotel Management Ltd