MEDIA RELEASE

22 June 2010

Hobart's new name in luxury accommodation

The newest name in luxury accommodation has arrived on Hobart's waterfront. The Admiral's Collection represents the ultimate in luxury self-contained accommodation and unites four decadent private apartments, each with their own unique ambience and style.

Occupying Hobart's most desirable addresses, the apartments offer unrivalled locations on Hobart's iconic waterfront. Lavish furnishings, fine original art, and unsurpassed guest facilities are Admiral's Collection hallmarks.

Created and owned by Hobart business couple, Maria-Christina Lottenbach and Terry Cromer, the apartments are operated and marketed by Sullivans Cove Apartments, winners of the 2009 Tasmanian Tourism Award for Luxury Accommodation.

Maria-Christina said guests can expect the ultimate in luxury from The Admiral's Collection.

"The apartments all feature gourmet kitchens, maxi bars supplied with Moet & Chandon, Bose entertainment systems, Wi Fi, premium Tasmanian wine selections, and wellness packs. Each apartment is a private, harbourside sanctuary," Maria Christina said

Managing Director of Sullivans Cove Apartments, Mr Cameron Brett, welcomed The Admiral's Collection to his award winning group.

"There is strong and growing demand for first class accommodation in Hobart and The Admiral's Collection's apartments and penthouses are four of the finest we offer across the waterfront," Mr Brett said.

Of the four apartments, The Admiral's Loft is a sophisticated two bedroom apartment situated in the historic Henry Jones IXL buildings. It features exposed beams and original jam factory remnants, cleverly juxtaposed with contemporary conveniences.

On nearby Hunter Street, The Admiral's Suite is a luxurious two bedroom, two bathroom waterfront apartment. One of Australia's most historic residential addresses, The Admiral's Suite is located within what is thought to be Australia's longest continuously inhabited building (circa 1825) and boasts uninterrupted views across Victoria Dock.

In the heart of Sullivans Cove, The Admiral's Penthouse I is a stylish three bedroom, two bathroom, penthouse offering breathtaking harbour and city views. The stunning, single level penthouse features a spa, wrap around balcony and a protected atrium.

Next door, The Admiral's Penthouse II is the ultimate in luxury self-contained accommodation, offering a truly world-class experience. With four bedrooms and three bathrooms, the penthouse provides 40 squares of opulent living over two spacious levels. Perhaps Hobart's finest address, this lavish top floor residence boasts expansive views across the harbour and Salamanca Place.

Maria-Christina predicted The Admiral's Collection would appeal to a range of discerning clients.

"For a special weekend away, first class business trip, or unique venue for a sophisticated event, our apartments and penthouses offer an indulgent alternative to traditional hotels," she said.

The Admiral's Collection will be officially launched at a cocktail party on 24 June 2010, though all apartments are now available for reservations at www.sullivanscoveapartments.com.au or by calling 03 6234 5063

Nightly rates range from AUD $300 for The Admiral's Loft to AUD $1,400 for The Admiral's Penthouse II.

For further information and high resolution images visit www.admiralscollection.com.au or contact Richard Crawford at Font Public Relations (mobile 0429 323 344, phone 03 6223 3333 or email richardc@fontpr.com.au)

ENDS