

# AHURA RESORTS

The Warm Heart Of Fiji.

## PRESS RELEASE

### Fiji's New Warm Heart



Malolo  
ISLAND-FIJI



Likuliku  
LAGOON  
FIJI

-Starts-

FIJI - JUNE 2006 - A new name in Fijian tourism was launched at the country's recent annual trade show, the "Bula Fiji Tourism Exchange". However those behind Ahura Resorts are certainly no strangers to the tourism landscape - they are long-time industry professionals, the Rosie Group, headed by managing director Tony Whitton.

Ahura will be the management company operating one of Fiji's most popular and well-known resorts - Malolo Island Fiji, and is presently creating a luxury escape for couples, Likuliku Lagoon Resort, which will feature Fiji's first over-water accommodation and opens in early 2007.

Ahura Resorts will specialise in providing quality vacation and lifestyle experiences whilst preserving cultural values and the surrounding environment. Using "The Warm Heart Of Fiji" to characterise the brand, the genesis of Ahura is surprisingly not Fijian. Ahura was an ancient Persian god who believed in the key principles of equality, care of the environment, charity, loyalty and faithfulness to settlement, tribe and country. The omnipresent sun was an enduring symbol of radiance, purity and life sustenance - and today, the sun is ironically the logo for the Malolo Island resort.

However, managing director Tony Whitton discovered that these values best described the way his company and resorts operated. Tony explains, "We have some core principles and values that we uphold and are proud of. When researching Ahura, we discovered that an ancient civilisation also embodied many of these same values and realised it would be an intriguing yet perfect match".

Future plans for Ahura Resorts involve potentially more hotel or resort projects but for now, the latest development, Likuliku Lagoon Resort, is what is keeping the company busy. "Likuliku will be an unmatched addition to Fiji and the resorts of the Mamanuca Islands, offering a new standard of upscale product and the first over-water accommodation", says Tony Whitton. "We are proud to be completely Fijian owned which gives us a unique insight into the culture and the best way to deliver this to our guests, ensuring a quintessential holiday experience".

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