

FOR IMMEDIATE RELEASE

BOULEVARD BAYFRONT – THE THIRD GASTRONOMY BAR

WITH COCKTAIL-HEAVY & FINE WINE CONCEPT AT MARINA BAY FINANCIAL CENTRE

SINGAPORE, JUNE 2011 – BOULEVARD unfolded its third flagship outlet at the new iconic financial hub of Singapore – Marina Bay Financial Centre. Launched early of this year, its name **BOULEVARD BAYFRONT** is inspired by the frontal view of the Marina Bay and the relevance of its neighboring road name, Bayfront Avenue.

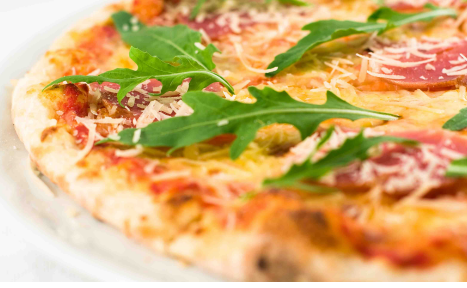


BOULEVARD BAYFRONT is the premier league of gastronomy bar in comparison to its sister outlets – BOULEVARD RESTROBAR & CRAFTBEER. The chic and trendy designer-like interior, dazzling unblocked view of the Marina Bay Waterfront, accompanying bar

cuisine of Tapas and Stone-Fired Handmade Pizza, and a polished fine wine list are the reasons for the draw of this place.



**Baked Escargot in Herb Butter*



**Pizza Salame*



**Prosciutto di Parma*

BOULEVARD BAYFRONT embodies both the pleasures of Gourmet and Wine with a phenomenal offering of a voguish welcoming interior that sets to comfort guests in suits and coats; immersing each and every in the soulful music beats of chill and down tempo.



The dazzling Alfresco Dining under the stars with breathtaking view of the Marina Bay view is set to welcome patronizing guests in early July 2011.

Set in the busy Financial District area, **BOULEVARD BAYFRONT** offers a breather from the fast paced city with its hospitable atmosphere and luscious comfort of fine wine & bar cuisine. Nestled within the MARINA BAY FINANCIAL CENTRE and just on foot distance from the MARINA BAY SANDS INTERGRATED RESORT, provides a haven for the business community, locals and overseas guests alike.

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For more information and high res pictures of BOULEVARD, kindly contact:

BLVD PTE LTD

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APPENDIX.

QUICK FACTS: BOULEVARD BAYFRONT

Summary: Managed by **BLVD PTE LTD**, it is a gastronomy bar that extends a luxurious and sophisticated interior accompanied by a polished list of fine wines, martinis and cocktails.

Established: 10 December 2010

Address: 8 Marina Boulevard, #01-02 Marina Bay Financial Centre Tower 1
Singapore 018981

Telephone: +65 6634 8761

Fax: +65 6220 6920

Email: info@boulevard.com.sg

Website: www.boulevard.com.sg

Area size: Approximately 1,400 sq ft (including Alfresco area)

Capacity: Approximately 120-150 pax

Operating hours: Monday to Friday - 11:00am till 1.00am
 Saturday & Sunday - 3.00pm till 12.00 Midnight

Credit cards accepted: Visa / Master / Amex / Diners / JCB

Executive Directors: Daryl Chan, Jonathan Lim

Marketing & Communications: Jez Lim

ABOUT BLVD PTE LTD

CHAIN OF GASTRONOMIC CONCEPT BARS FOR THE CORPORATES

BOULEVARD – extending beyond an exquisite gastronomy bar experience for the business community. Conveniently positioned within the Financial District, it is one of Singapore's best chains of corporate dining bars for Executives in comfort of contented suit-off moments. A plush bar notably offering fineness cuisine in an urban-retreat environment, it is the quality consistent and trusted choice of unwinding venue for the Corporatist. Established since 2006, it caters the needs to Business Executives in seek of understated chill out affairs with pure enjoyment of good food.

Armed with ample convenient parking spaces and less than 03-mins walking distance from close by MRT stations, **BOULEVARD** makes the most convenient venue to patronize from business scenes.

The quality consistent and trusted choice of F&B venue for the Corporate, **BOULEVARD** extends three diverse dining bars - each of its own signature style to suit any occasion.

BOULEVARD RESTRO BAR (Flagship Outlet)

**Since June 2006*

Address:

28 Maxwell Road #01-03
Red Dot Traffic Building
Singapore 069120

BOULEVARD (Craft beers by Archipelago)

**Since September 2010*

Address:

9 Raffles Boulevard #01-23
Millenia Walk, Times Square
Singapore 039596

BOULEVARD BAYFRONT (Fine Bar Cuisine & Wine)

**Since December 2010*

Address:

8 Marina Boulevard #01-02
Marina Bay Financial Centre, Tower 1
Singapore 018981

BOULEVARD RESTROBAR - Offers the bustling city town area with superlative Mediterranean cuisine, in surroundings of unmatched vibrancy and charm. Also available for private event bookings, **BOULEVARD RESTROBAR** presents a complete corporate portfolio of equipments and aid; wireless Internet, audio & visual systems, projector, plasma screens and laptop to carry out any corporate needs – of course followed with an evening of cocktail in a contented well-designed environment. (www.boulevardrestrobar.com)





BOULEVARD featuring craft beers by ARCHIPELAGO -

Whether it's for dining or drinking occasion, **BOULEVARD** featuring craft beers by Archipelago is a gourmet bar that promises a unique experience not found anywhere else. Complete the experience with a satisfying range of palatable gourmet, diverse flavors of thirst-quenching Archipelago craft beers, and the perfect enjoyment of Live Sports Screening.

(www.boulevardcraftbeer.com)

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(www.boulevardbayfront.com)



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