

news release

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MANDARIN ORIENTAL ANNOUNCES NEW CELEBRITY FAN FOR GLOBAL BRAND ADVERTISING CAMPAIGN

Italian actress and model, Caterina Murino, welcomed as newest celebrity fan for Mandarin Oriental's award-winning global campaign

Hong Kong, 26 February 2013 -- [Mandarin Oriental's](#) USD multi-million global advertising campaign "[He's a Fan/She's a Fan](#)", continues to gather 'fans' from around the world. The latest addition is the internationally-renowned Italian actress and model, Caterina Murino.

Well-known portrait photographer Mary McCartney, photographs each celebrity in a location of their choice which, for them, best represents a feeling of well-being. Murino chose to be photographed in Sardinia for Mandarin Oriental's campaign – the place where she was born, and of which she is particularly fond. Having lived and worked in Milan, London and currently in Paris, this former Bond actress speaks Italian, English and French, and is particularly looking forward to Mandarin Oriental's forthcoming debut in Milan.

Murino gained international fame after playing the character Solange in the 2006 James Bond film, *Casino Royale* – a role of which she is extremely proud. Other film credits include the 2007 remake of *St Trinian's* as well as a part in the popular 2011 BBC series, *Zen* opposite actor Rufus Sewell. A talented performer, Murino is also a proficient singer and dancer and is regarded as a muse for stylish fashion house, Dolce & Gabbana.

"The award-winning campaign continues to make a strong statement about the Group in a simple and luxurious manner, and we are delighted to welcome Caterina Murino as our newest ambassador," said Jill Kluge, Mandarin Oriental Hotel Group's Director of Brand Communications. "By focusing on celebrities who clearly appreciate the finer things in life, we have been able to show the quality of our hotels in a far more interesting way than traditional hotel advertising," she added.

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The campaign is designed to raise Mandarin Oriental's brand awareness globally in print and on-line media, by elegantly connecting Mandarin Oriental's well-recognized symbol - the fan - with international celebrities who regularly stay at the Group's hotels. In appreciation of their support, the Group makes a donation to each celebrity's individual choice of charity. Caterina is a Goodwill Ambassador for Amref, a charity that provides health care in Africa.

Caterina Murino joins Mandarin Oriental's 24 existing fans: Lin Chiling, Karen Mok, Kevin Spacey, Christian Louboutin, Sophie Marceau, IM Pei, Michelle Yeoh, Jane Seymour, Kenzo Takada, Jerry Hall, Vanessa Mae, Vivienne Tam, Barry Humphries, Frederick Forsyth, Darcey Bussell, Bryan Ferry, Liam Neeson, Helen Mirren, Maggie Cheung, Sigourney Weaver, Sir David Tang, Harry Connick Jr., H  l  ne Grimaud and Sa Ding Ding.

More information about Mandarin Oriental's fans can be found on the Group's website at www.mandarinoriental.com

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most prestigious hotels and resorts. The Group now operates, or has under development, 45 hotels representing 11,000 rooms in 28 countries, with 19 hotels in Asia, 13 in The Americas and 13 in Europe, Middle East and North Africa. In addition, the Group operates, or has under development, 14 *Residences at Mandarin Oriental* connected to its properties.

Photography of Mandarin Oriental is available to download, in high and low resolution, in the [Photo Library](#) of our *Media* section, at www.mandarinoriental.com. Please join us on Facebook (www.facebook.com/MandarinOriental) and Twitter (www.twitter.com/mo_hotels)

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