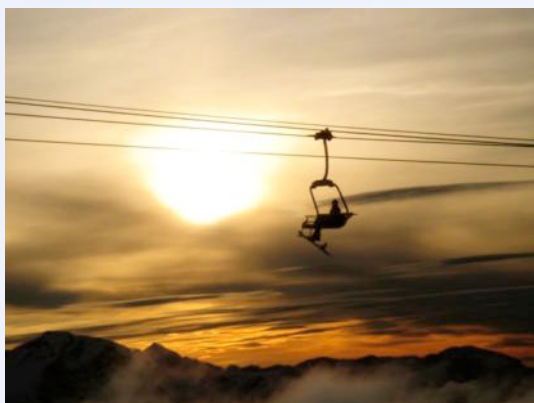


StyleLife!

The newsletter for investment partners and potential partners



Ski lifts open early with great snow conditions!



December 2007

Welcome to the latest edition of StyleLife! the newsletter for partners and future partners of Alpine Lifestyle Partners (ALP)

Following an Indian summer in the Alps giving a splendid setting for the 'chasse season', as well as advancing construction projects, snow is now falling steadily with many people anticipating a bumper ski season in the run up to the end of year festivities.

Many ski resorts have opened pistes early with excellent powder conditions due to the low temperatures and abundant snow fall. It is also a timely reminder that StyleLife! readers are able to follow Swiss snow-fall on the Alplifestyle website with the radar feature.

In this edition of StyleLife! we will look further at the progress made on key projects and up and coming investment opportunities. We look specifically at the conclusion of The Lodge - Champéry and the move

towards the 4* rental market with Mrs Miggins – Swiss style. We also report on an ALP hotel investment project as ALP look towards the 'hot bed' sector in the Alps.

As always, we welcome your feedback and look forward to seeing you in the Alps over the coming months.

The Lodge – Champéry, ready for guests!

ALP are all set to deliver The Lodge – Champéry, luxurious apartment project to its investors on time for the Christmas holidays.

Purchasers at The Lodge are all set to receive their (electronic) keys, for what is forecast to be an excellent ski season.



Steaming hot tubs in the snow will welcome many Lodge guests

Construction started on the Lodge in 2006 and is now completed, along with full furnishings and equipment to suit the discerning investor and visitor alike. See www.champerylodge.ch to get an appreciation of this 4* featured property.

Champéry has ambitious development plans during the coming years and the ALP development is seen as a first step in a process which will see Champéry evolve as a year round luxury resort, playing a key role in the future of the Portes du Soleil ski domain with quality accommodation, services and gastronomy for holiday makers.

ALP are becoming key partners in a number of projects in this region and welcome partner investors for future projects.

Contact info@alplifestyle.com if you wish to find out more about investment opportunities in Champéry.

Mrs Miggins - Swiss Style!

As part of the development of tourism in Champéry ALP have formed Mrs Miggins Luxury Chalet Services (Suisse) based in Champéry to provide the high level of service increasingly expected by both guests and tour operators.

Purchasers at The Lodge are able to relax in the knowledge that their investment is already set for the luxury ski rental market with a strong demand for 2007/2008 winter season.



The Lodge - luxury vacations with Mrs Miggins Services

Eric Bélanger, Director for Champéry Tourism comments 'The quality of accommodation offered in The Lodge development by ALP, combined with the service levels of Mrs Miggins is a major step forward in meeting the needs of clients who are becoming more and more exigent.'

With the formation of their Swiss operations, Mrs Miggins will launch services ready for the 2007/8 ski season. The services will ensure that winter holiday makers are looked after from the moment they arrive in resort to the moment they leave, helping to ensure they spend more time: enjoying the slopes, relaxing in the sports and recreational facilities, visiting the village and appreciating the delightful Swiss Alps location of Champéry. There will also be a focus helping guests discover the first class ski gastronomy on offer.

Mrs Miggins (www.miggins.ch) already an established name in luxury chalet management in France has identified the demand from holiday makers arriving in Swiss resorts to have everything prepared and ready for them.

Melissa Holloway, Director of Mrs Miggins comments 'we have noticed that our clients are looking more and more towards spending time on the core activities of

their vacation. They no longer wish to spend time shopping, organising and overcoming problems as this is too close to their daily working lives.

'Mrs Miggins will help remove these stresses and let them immediately get on with their holiday, enjoying the skiing, wonderful restaurants and activities that Champéry has to offer.'

Mrs Miggins will welcome its first clients to The Lodge on 15 December 2007, full information and reservations are available on www.miggins.ch. For all StyleLife! readers making a weeks booking at the Lodge before December 31st, there is a promotional 5% discount on the accommodation and a bottle of top Valaisan award winning wine by quoting Ref: Stylelife 1207. And don't forget next summer at the Lodge (including Euro 2008), there is also a discount for early bookings.

Some famous name agents are also starting to work with the Lodge and we will be featuring the best of them in the New Year edition.

Contact info@miggins.ch for further information or reservations miggins.ch for reservations.



Jack Frosts will take care of the Lodge guests' children

A Warm Welcome to Jack Frosts

As part of the creation of The Lodge project, the staff at Mrs Miggins identified the requirement for a high standard of childcare and creche facilities as part of its service offering.

In order to meet this need, Mrs Miggins has worked with Jack Frosts and the Champéry Palladium to be able to provide the correct level of qualified childcare and are please to welcome Jack Frosts as part of the service offering. **Contact info@miggins.ch**

Valais Moratoire

There has been much written about the moratoire in the Swiss canton of Valais during the past months (refer StyleLife! 12). The moratoire, was set up to cut the waiting lists in administration for foreign purchasers in the canton (six years for a permit in some locations), meaning that a number of communes were forced to suspend foreign sales.



Great early season conditions in Les Crosets

Recent communications have announced that the moratoire has been revoked and the Lex Koller law on foreign ownership will end within three years.

While these communications give grounds for optimism, it can also be announced that new measures have been put in place to clear the administrative backlog of foreign sales and to encourage the development of 'hot bed' projects (ie projects that support tourism in the region) .

While speculation still reigns as to the interpretation of the laws, there is now a clear direction forming which will give a strong basis for future ALP development.

ALP, as always, welcomes any investors wishing to work with us on future projects in the Northern Alps and will be happy to outline the future direction for investment and projects when we meet up. **For further information contact info@alpstylelife.com**

ALP focus on hotel investment

ALP are seeing many and varied investment opportunities in the hotel sector throughout the Region and are uniquely placed set up a transaction due to our expanding network and partners. ALP can source renovation and remodelling projects along with new build bespoke projects tailored to specific clients.

With ALP experience in the spa sector and our knowledge of the hospitality sector in the region, we can advance investors plans and bring on board key advice to deliver sound financial structuring.

ALP is a specialist in the commercial use of chalet and apartment developments to support the tourist industry. We can deliver and offer consulting services on 4* luxury projects and down to the budget or value end of the market.

If this is your sector or you wish to learn more about current and future investment opportunities, **please contact ALP at info@alpstylelife.com**.

ALP hotel project in the Portes du Soleil

Construction has started on a 4* chalet style hotel in the Portes du Soleil ski resort of Les Crosets.

The hotel, at 1650m altitude in the heart of Les Crosets ski area, is financed by an ALP investor to be operated by Alpine Tracks. The launch date for guests is planned to be December 2008.

StyleLife! will be updating readers on the development during 2008, but for anyone wishing to make advance reservations, **contact info@alpinetracks.com**.



Building already in progress for the new Crosets hotel

ALP sponsor the Swiss Ski School (ESS)

ALP will be a key sponsor of the swiss ski school in Champéry (ESS Champéry). The ski school is a key in the development of tourism in the resort and the ALP partnership will work for the development of tailor-made packages for clients and Mrs Miggins' guests.

Once again ALP is sponsoring the Welsh ski team and will be supporting the hosting of the Welsh national championships in Champéry-Les Crosets (21st-25th January 2008). An impressive line up of talent is ex-

pected this season including the Great Britain squad. ALP intends this sponsorship to help nurture young Welsh (and British) talent towards achieving sporting excellence. **Contact info@alplifestyle.com or info@alpinetracks.com for Competition Lodging**



GB squads will be competing in the Welsh Championships in January

ALP updating Client Services

ALP have a large number of opportunities for investors in the Alps and due to the current demand for projects and ALP expertise, in future we will only be dealing on a personal basis. In order to engage with ALP you will need to arrange to visit us in the Alps or meet us in London or another European Capital where we will be periodically holding investor meetings and updates.

Over the years, ALP have developed an impressive network to facilitate the realisation of Alpine projects and is putting this network and knowledge at the disposition of clients.



ALP welcomes investors to the beautiful ALPS

ALP will soon be announcing key partnerships designed to open larger scale investment to wealthy individuals and investment. We will also be setting up syndicate investment opportunities with financial partners to widen the offer to clients.

ALP will continue to keep the Alpine Investment community well informed through StyleLife! and the ALP web site www.alplifestyle.com.

Off Piste! ...rumours & bits and pieces..

Geneva to bid for 2018 Winter Olympics..... Net-jets opens VIP lounge at Sion airport..... Valais wines (yes Swiss wines) win gold medals at the major international wine fairs..... Richard Branson opens his new luxury chalet in Verbier..... farm club under renovation ready for the season..... Intrawest still not started building in Verbier (Bruson)..... President Putin may be building a chalet in Villars..... Bertarelli (Alinghi) moves Swiss residence to Gstaad....

For further information on ALP projects or to discuss any aspects of your interest to invest in the region, please email us at info@alplifestyle.com, or consult our website at www.alplifestyle.com



*The ALP team wish StyleLife!
Readers and all our Clients,
Seasons Greetings and a Snowy,
Prosperous & Happy New Year!*