

PRESS RELEASE

For Immediate Release



**Samujana appoints Lemongrass Marketing
To Oversee UK & Irish Sales and PR campaign**



January 2015: Lemongrass Marketing has been appointed by Samujana on Koh Samui, Thailand, as their Sales, Marketing and PR representative for the UK. With immediate effect, Lemongrass Marketing will be responsible for increasing brand awareness and promoting this luxury villa estate to the UK and Irish market.

The award-winning Samujana villa estate is located on the island of Koh Samui, the third largest island in Thailand. Samujana currently features 25 villas boasting panoramic sea and island views as well as private, direct access to a picturesque quiet beach. The estate is made up of a variety of stellar, expansive villas for sale and for holiday rentals. All villas boast spectacular sea views and offer between three to eight luxurious bedrooms with en-suite bathrooms, complemented by over-sized living and dining areas, state-of-the-art kitchens and private infinity edge pools.

The estate is perfectly designed for families and groups of friends looking to reconnect and relax in a home away from home.

Guests and owners can enjoy the many amenities offered on the estate: local and international cuisine from top, private chefs an all-weather tennis court (floodlit) and access to nearby water sports. Samujana has also partnered up with one of the islands' leading detox spa centres and a wide range of beauty and relaxation treatments can be provided to Samujana guests in the privacy of their villa.

Exclusive charters with a choice of various sailing and motorboats - ideal for water-skiing, picnics on hidden beaches, snorkeling, and sightseeing or for pure sailing pleasure - can also be arranged. Samujana's location is perfect to discover the island's culture by visiting historic temples or local markets, as well as embrace a wide range of adventure and outdoor pursuits including water sports, four wheeled ATV safaris, bungee jumping, waterfall hikes, Muay Thai box training and zip lining.

Of the new relationship with Lemongrass Marketing, Kurt Berman, General Manager at Samujana, said: "Samujana is a unique and easily accessible holiday destination for the UK market. Our expansive, exclusive villas allow families and friends to reconnect and rejuvenate on one of Thailand's finest islands. We look forward to working with the Lemongrass Marketing team to effectively communicate Samujana's distinct offerings."

Speaking on the agency's appointment, Mirjam Peternek-McCartney, Founder and Managing Director of Lemongrass Marketing, said: "We are delighted to have been appointed as the UK Sales, Marketing & PR representative for Samujana. It's exclusive setting and outstanding offering are second to none in the area and we look forward to promoting the estate and all it has to offer in the UK; and hence taking their brand presence to the next level."

Founded seven years ago, Lemongrass Marketing is a fully integrated, travel PR, sales and marketing, representation consultancy. The agency has launched some of the world's leading travel brands to the UK and Irish Markets.

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Notes to Editors:

For more information on Samujana please visit www.samujana.com

For media enquiries please contact Mara Unsoeld / Christiane Van Coillie
Mara@lemongrassmarketing.com / christiane@lemongrassmarketing.com

www.lemongrassmarketing.com

t: +44 (0)1865 237 990

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The logo for Lemongrass Marketing features the company name in a light green, lowercase, sans-serif font. A stylized green leaf graphic is positioned to the left of the text, partially overlapping the letter 'l'.