



PETER MBUGUA RETIREMENT

It is with much sadness that I announce the retirement of Peter Mbogua, our Regional Sales and Marketing Director, at the end of June 2008. Mr. Mbogua has opted to retire after many years of dedicated, loyal and sterling service to Serena Hotels.

Mr. Mbogua informed me of his decision to retire in April 2007 with the intention of leaving at the end June 2007. However, at my request he graciously agreed to extend his stay until the end of June 2008. This gesture is well appreciated as, in the current crisis, his knowledge, experience and contacts are invaluable in helping the turnaround, of not only Serena Hotels but also destination Kenya.

I have offered Mr. Mbogua the possibility of helping on special projects on a consultancy basis during his retirement, in the event he has spare time. Quite rightly he has indicated that he would prefer to defer a commitment until after he has experienced retirement life.

Recruitment of a replacement has not been easy. However, after an extensive search Management has been able to recruit Michael Opondo for the position of Regional Sales & Marketing Manager. Mr. Opondo, a seasoned Marketing professional is joining Serena Hotels from Kenya Tourist Board where he was Director of Marketing. His previous experience includes various senior sales and marketing positions in Africa, America and Europe. I believe that Mr. Opondo will be a welcome addition to the Serena Hotels Sales and Marketing team and will be instrumental in furthering brand building and market diversification initiated by Mr. Mbogua, as well as developing future marketing strategy.

Farewell events for Mr. Mbogua will be arranged in June 2008.

**MAHMUD JAN MOHAMED
MANAGING DIRECTOR
SERENA HOTELS**