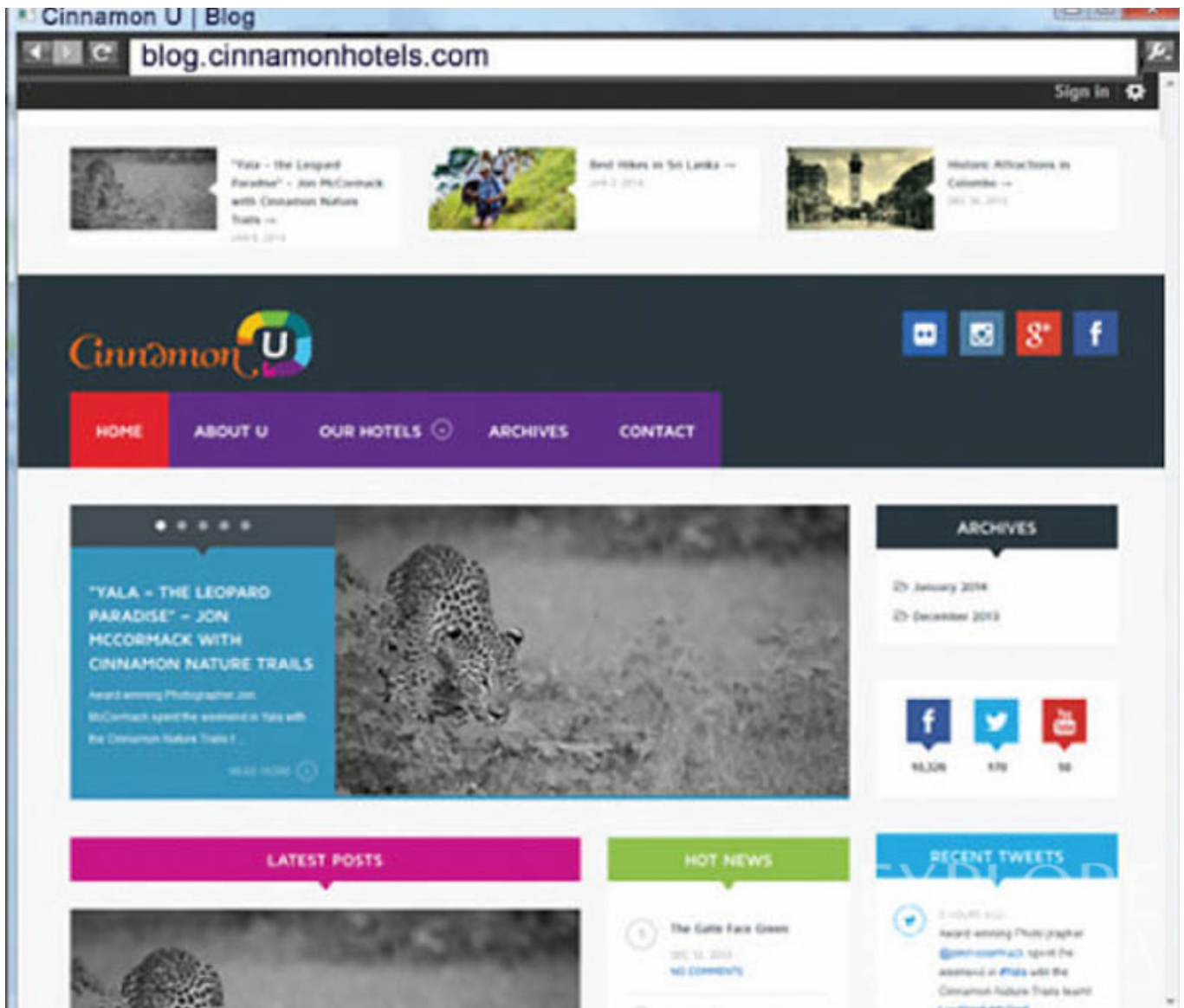


Cinnamon Blog launched



Cinnamon Hotels and Resorts have launched yet another value addition to their offerings, 'Cinnamon U'—a blog to provide insight on what travellers can experience in Sri Lanka. It is also an invitation to explore and discover the unique 'Cinnamon Experience'.

Cinnamon has embedded 'Cinnamon U' in its website for constant and effective engagement with its stakeholders. This blog will target travellers planning trips to Sri Lanka generally, and young, urban travellers specifically.

Cinnamon Hotels and Resorts whilst realising the immense power of using social media as a potential marketing tool, further enhanced its value offerings to its customers as a result of launching Cinnamon Blog. 'Cinnamon U' would serve as

yet another effective online marketing tool together with the many other social media tools that Cinnamon uses to engage its customers, as it eliminates a lot of layers that separate Cinnamon from its target audience.

The topics of the blog ranges from Tips for Travel, History, Art, Food, Excursions and other Leisure activities and can be accessed at blog.cinnamonhotels.com.