

MEDIA RELEASE

Baillie Lodges Appoints MG Media Communications

Pioneering luxury lodge operator Baillie Lodges has appointed MG Media Communications to manage public relations for its acclaimed collection of Australian wilderness destinations.

Headed by well-known tourism identities James and Hayley Baillie, the company has created a portfolio of premium lodges with a distinct Australian style - Capella Lodge on Lord Howe Island, Southern Ocean Lodge on Kangaroo Island and the newly added Longitude 131° at Uluru in Central Australia.

James Baillie said the evolution of Baillie Lodges had reached a point where the company was ready to enlist its first public relations agency.

"Baillie Lodges has created very strong reputation with its own brand of barefoot luxury, and we're proud to be extending that further with the recent addition of Longitude 131° to our collection," Mr Baillie said. "Working with MG Media will allow us to further build the reputation of Baillie Lodges and increase our international profile."

MG Media Communications is a Sydney-based public relations agency specialising in the travel, tourism and lifestyle sectors. Its clients span the full spectrum of the international travel industry, including cruise lines, airlines, hotels and resorts, tour operators and tourism authorities.

The appointment reunites Baillie with MG Media consultant Sarah Shields, who worked previously for Baillie Lodges as its Communications and Media Manager and helped launch Southern Ocean Lodge.

For more on Baillie Lodges visit www.baillielodges.com.au or contact MG Media Communications on 02 9904 0011.

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Issued: February 3, 2014