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ASIA STANDARD HOTEL GROUP LIMITED

泛海酒店集團有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 292)

POSITIVE PROFIT ALERT

This announcement is made by Asia Standard Hotel Group Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that based on management information currently available, the Group is expected to record a significant profit attributable to shareholders of the Company for the year ended 31 March 2010 as compared to a loss for the same period in 2009.

The significant difference was mainly attributable to gain, both realized and unrealized, on investments in financial assets as opposed to a loss, mainly unrealized, in the same period last year. Shareholders and investors of the Company should note that the unrealized gain/loss on the investments has no effect on the cash flow of the Group in the reporting periods.

The information contained in this announcement is only based on the preliminary assessment according to figures and information that have not been audited or reviewed by the Company’s auditor. Details of the Group’s performance will be disclosed in its financial results for the year ended 31 March 2010.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

Hong Kong, 22 April 2010

By order of the Board of
Asia Standard Hotel Group Limited
Lim Yin Cheng
Deputy Chairman

As at the date of this announcement, the Executive Directors of the Company are Mr. Poon Jing, Dr. Lim Yin Cheng, Mr. Fung Siu To, Clement, Mr. Poon Tin Sau, Robert and Mr. Woo Wei Chun, Joseph and the Independent Non-executive Directors are Mr. Ip Chi Wai, Mr. Leung Wai Keung and Mr. Hung Yat Ming.

** for identification purposes only*