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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)**

### **ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS**

In support of efficient communication and in the interest of environmental preservation, the Company is making certain arrangements to ascertain the Shareholders' choice of language and means of receiving future Corporate Communications in accordance with Rules 2.07A(2A) and 2.07B of the Listing Rules. This announcement supersedes the arrangements made by the Company on election of language and means of receipt of Corporate Communication as set out in the Previous Announcement.

#### **INTRODUCTION**

Reference is made to the Previous Announcement of the Company on "Election of language and means of receipt of corporate communication". This announcement supersedes the arrangements made by the Company on election of language and means of receipt of Corporate Communication as set out in the Previous Announcement.

Recent changes in the Bermuda Act allow the Company to deem that a Corporate Communication has been delivered to a Shareholder if the Corporate Communication is published on the Company's website provided that certain conditions are satisfied. In order to protect the environment and save printing and mailing costs, the Company is making arrangements described below, in compliance with Rules 2.07A(2A) and 2.07B of the Listing Rules, to ascertain the Shareholders' choice of means of receipt of the Company's future Corporate Communications (in printed form or by electronic means) and, if the Shareholders choose to receive Corporate Communications in printed form, the language (in English only, in Chinese only or in both English and Chinese).

## PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A(2A) and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company will send the First Letter together with the pre-paid Reply Form with mailing label attached for posting within Hong Kong, prepared in both English and Chinese, to the Shareholders to enable them to elect to receive the Company's future Corporate Communications either: (i) in the Website Version; or (ii) in printed form (in English only, in Chinese only, or in both English and Chinese).
2. The First Letter explains that if the Company does not receive the completed Reply Form or receive a response indicating the objection from the Shareholders to receive Corporate Communication through the Company's website by 8 December 2010, the Shareholders will be deemed to have agreed to receive the Website Version instead of receiving printed copies of the Corporate Communication of the Company.
3. For those Shareholders who choose to receive the Corporate Communications in printed form, the Reply Form further allows the Shareholders to choose the language version of the printed form of the Corporate Communications (in English only, in Chinese only or in both English and Chinese) and the Company will send the printed copy in the selected language version of the Corporate Communications to them.
4. For those Shareholders who choose the Website Version or are deemed to have consented to receive the Website Version, the Company will send a printed Notification Letter of the publication of the Corporate Communications on the Company's website at [www.asiastandardhotelgroup.com](http://www.asiastandardhotelgroup.com) by post to such Shareholders at their addresses as appearing in the Hong Kong Register. In accordance with the relevant provisions of the Bermuda Act, such notification to Shareholders will include details of the following:
  - (a) the publication of the Corporate Communications on the website, the address of the website, the place on the website where the Corporate Communications may be found and how the Corporate Communications may be accessed on the website; and
  - (b) how the Shareholder is to notify the Company ("Notice") that the Shareholder elects to receive the Corporate Communications in a printed form if the Shareholder wishes to receive the Corporate Communications in a printed form.

If a Shareholder elects to receive a Corporate Communications in a printed form by sending a Notice to the Company, the Company shall send to that Shareholder such Corporate Communications within seven days of receipt of that Shareholder's election.

5. Shareholders are entitled at any time by reasonable notice in writing or by email to the Company at 30th Floor, Asia Orient Tower, Town Place, 33 Lockhart Road, Wanchai, Hong Kong (email: [info@asia-standard.com.hk](mailto:info@asia-standard.com.hk)) to change their choice of language or means of receipt of the Corporate Communications.
6. If any Shareholders have chosen (or are deemed to have agreed) to receive all future Corporate Communications in the Website Version and, for any reason, have difficulty in receiving or gaining access to the Website Version or wish to receive a printed version, the Company or the Hong Kong Branch Share Registrar will promptly upon request send the Corporate Communications in printed form to them free of charge.
7. When each subsequent Corporate Communication is sent out or made available in accordance with the arrangements described in paragraphs 3 and 4 above, the Notification Letter together with the Change Request Form, in both English and Chinese, will also be sent, notifying the Shareholders of the availability of the Corporate Communication and stating that they may change their choice of language or means of receipt of the Corporate Communication by returning the completed Change Request Form to the Hong Kong Branch Share Registrar.
8. The printed copies in both English and Chinese of the Company's Corporate Communications will always be available from the date of despatch from the Company or the Hong Kong Branch Share Registrar on request; and both language versions are also available on the Company's website stated in paragraph 4 above and the Stock Exchange's website at [www.hkexnews.hk](http://www.hkexnews.hk).
9. The Company is providing a dial-up hotline service at (852) 2972-9855 during business hours (9:00a.m. to 5:00p.m.) from Mondays to Fridays (excluding Saturdays and Hong Kong public holidays) to enable the Shareholders to make enquiry of the Company's proposed arrangements set out above.
10. The First Letter and the Notification Letter will mention that both language versions of each Corporate Communication will be available on the Company's website set out in paragraph 4 above and that the dial-up hotline service has been provided as mentioned in the arrangements described in paragraphs 8 and 9 above, respectively.

## **PREVIOUS ANNOUNCEMENT AND ELECTION OF SHAREHOLDERS MADE PURSUANT TO THE PREVIOUS ANNOUNCEMENT**

This announcement and any election made by the Shareholders pursuant to this announcement supersedes all arrangements on election of language and means of receipt of Corporate Communications made by the Company as set out in the Previous Announcement and any election made by the Shareholders pursuant to the Previous Announcement.

**Shareholders are requested to elect again their choice of language and means of receipt of Corporate Communications in the manner set out in this announcement. If Shareholders fail to send in the completed Reply Form or a response indicating their objection to receive Corporate Communications through the Company’s website by the date set out in paragraph 2 above, they will be deemed to have agreed to receive the Website Version instead of receiving printed copies of the Corporate Communications.**

## **DEFINITIONS**

In this announcement, the following expressions shall have the meanings set out below unless the context requires otherwise:

“Bermuda Act”	the Companies Act 1981 (as amended) of Bermuda
“Board”	the board of directors of the Company
“Change Request Form”	the pre-paid request form requesting for a change in a relevant Shareholder’s choice of language or means of receipt of the Corporate Communication, to be attached to the Notification Letter
“Company”	Asia Standard Hotel Group Limited (Stock Code: 292), whose shares are listed on the Stock Exchange
“Corporate Communication(s)”	any document(s) issued or to be issued by the Company for the information or action of the Shareholders as defined in Rule 1.01 of the Listing Rules, including but not limited to: (a) the directors’ report, its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form

“First Letter”	the letter dated 10 November 2010 to be sent out by the Company to the Shareholders containing the information in paragraph 2 above
“Hong Kong Branch Share Registrar”	Computershare Hong Kong Investor Services Limited, 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong
“Hong Kong Register”	the branch register of the Shareholders of the Company maintained by the Hong Kong Branch Share Registrar in Hong Kong
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Notification Letter”	the letter which will be sent by the Company together with each subsequent Corporate Communication
“Previous Announcement”	the announcement made by the Company on 23 March 2009 on “Election of language and means of receipt of corporate communication”
“Reply Form”	the pre-paid reply form to be attached to the First Letter
“Shareholder(s)”	shareholder(s) of the Company registered on the Hong Kong Register
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Website Version”	the version of Corporate Communication available to the Shareholders by electronic means through the Company’s website at <a href="http://www.asiastandardhotelgroup.com">www.asiastandardhotelgroup.com</a>

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

Hong Kong, 10 November 2010

*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*