



ASIA STANDARD HOTEL GROUP LIMITED

泛海酒店集團有限公司*

(incorporated in Bermuda with limited liability)

(於百慕達註冊成立之有限公司)

(Stock Code/股份代號: 292)

NOTIFICATION LETTER 通知信函

21 January 2011

Dear Sir/Madam,

Asia Standard Hotel Group Limited (the "Company") – Notice of Publication of Circular in relation to the Scrip Dividend Scheme of the Interim Dividend for the six months ended 30 September 2010 (the "Current Corporate Communication")

The English and Chinese versions of the Company's Current Corporate Communication are now available on the Company's website at www.asiastandardhotelgroup.com and the HKExnews website of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") at www.hkexnews.hk, or the arranged printed form(s) of the Current Corporate Communication is enclosed (if applicable). You may access the Current Corporate Communication by following the instructions below:

1. Accessing the Current Corporate Communication through the Company's website:
Access the home page of the Company's website at www.asiastandardhotelgroup.com. On the home page, select "Investors' Relations" and then select the type of the Current Corporate Communication (e.g. Annual Reports, Interim Reports, Circulars and Announcements & Notices).
2. Accessing the Current Corporate Communication through the HKExnews website of the Stock Exchange:
Access the HKExnews website of the Stock Exchange at www.hkexnews.hk. On the HKExnews website, select "Advanced Search" to get access to the "Advanced Search" webpage. On the "Advanced Search" webpage, enter the stock code "292" in the field "Stock Code" and then click "Search".

The viewing of the Current Corporate Communication will require Adobe® Reader® installed on your computer.

You may at any time choose to receive free of charge Corporate Communications[#] either in printed form(s), or read the website version; and either in English language version only, Chinese language version only or both language versions, notwithstanding any wish to the contrary you have previously conveyed to the Company. If you want to change your choice of language or means of receipt of the future Corporate Communications, please complete the Change Request Form overleaf and return the same using the mailing label and do not affix a stamp when returning (if posted in Hong Kong). Otherwise, please affix an appropriate stamp and send it to the Company c/o Computershare Hong Kong Investor Services Limited (the "Hong Kong Branch Share Registrar"), at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. You may also send e-mail with a scanned copy of the Change Request Form to the Company (E-mail address: info@asia-standard.com.hk). The Change Request Form may also be downloaded from the Company's website at www.asiastandardhotelgroup.com or the HKExnews website of the Stock Exchange at www.hkexnews.hk.

If you want to receive printed version of the Current Corporate Communication in another language, or if you have chosen (or are deemed to have consented) to receive all future Corporate Communications via website version but for any reason you have difficulty in receiving or gaining access to the Current Corporate Communication, please write to the Company's Hong Kong Branch Share Registrar or send your request by e-mail to the Company (E-mail address: info@asia-standard.com.hk) specifying your name, address and request. The Company will promptly upon your request send the Current Corporate Communication to you in printed form(s) free of charge.

Should you have any queries relating to the above matters, please call the Company's telephone hotline at (852) 2972-9855 during business hours from 9:00 a.m. to 5:00 p.m. from Mondays to Fridays, excluding Saturdays and Hong Kong public holidays.

Yours faithfully,
For and on behalf of
Asia Standard Hotel Group Limited
Lim Yin Cheng
Deputy Chairman

敬啟者：

泛海酒店集團有限公司* (「本公司」) – 有關截至二零一零年九月三十日止六個月中期股息的以股代息計劃之通函 (「是次公司通訊」) 之發佈通知

本公司的是次公司通訊之中、英文版本現已上載於本公司網站 www.asiastandardhotelgroup.com 及香港聯合交易所有限公司 (「聯交所」) 披露易網站 www.hkexnews.hk 或按安排附上是次公司通訊之印刷本(如適用)。閣下可根據以下指示閱覽是次公司通訊：

1. 於本公司網站閱覽是次公司通訊:
進入本公司網站 www.asiastandardhotelgroup.com, 於首頁選擇「投資者關係」後選取閱覽是次公司通訊 (例如年報、中期報告、通函或公告及通告)。
2. 於聯交所披露易網站閱覽是次公司通訊:
進入聯交所披露易網站 www.hkexnews.hk, 於首頁選擇「進階搜尋」。進入「進階搜尋」後, 在股份代號一項中輸入「292」並按「搜尋」。

閱覽是次公司通訊需電腦配置 Adobe® Reader® 軟件。

儘管閣下早前曾向本公司作出公司通訊[#]收取方式或語言版本的選擇, 但仍可以隨時更改有關選擇, 轉為以印刷本或網上方式收取及只收取英文印刷本、或只收取中文印刷本、或同時收取中、英文印刷本, 費用全免。如閣下欲更改選擇所有日後公司通訊之語言版本或收取方式, 務請閣下填妥背頁的變更申請表格, 並使用隨附之郵寄標籤及毋須貼上郵票 (如在香港投寄); 否則, 請貼上適當的郵票, 寄回香港中央證券登記有限公司 (「香港股份登記分處」), 地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。閣下亦可把已填妥之變更申請表格的掃描副本電郵到本公司 (電郵地址: info@asia-standard.com.hk)。變更申請表格亦可於本公司網站 www.asiastandardhotelgroup.com 或聯交所披露易網站 www.hkexnews.hk 內下載。

如閣下欲收取是次公司通訊之另一語言印刷本, 或閣下如已選擇以網上方式收取所有日後公司通訊 (或被視為已同意以網上方式收取), 但因任何理由未能閱覽載於網站的是次公司通訊, 請以書面方式送交到本公司香港股份登記分處或電郵致本公司 (電郵地址: info@asia-standard.com.hk) 提出要求。請註明閣下的姓名, 地址及要求。閣下只要提出要求, 本公司將儘快向閣下寄發是次公司通訊的印刷版本, 費用全免。

如對本函內容有任何疑問, 請致電本公司電話熱線(852) 2972-9855, 辦公時間為星期一至五 (星期六及香港公眾假期除外) 上午 9 時正至下午 5 時正。

代表
泛海酒店集團有限公司
副主席
林迎青
謹啟

2011 年 1 月 21 日

* For identification purpose only
僅供識別

Corporate Communications include 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.
公司通訊包括但不限於: (a) 董事會報告、年度賬目連同核數師報告及(如適用)財務摘要報告; (b) 中期報告及(如適用)中期摘要報告; (c) 會議通告; (d) 上市文件; (e) 通函; 及(f) 委派代表書。

Please specify your name and address clearly in **ENGLISH BLOCK LETTER** below if you downloaded this form from the web.
倘若閣下從網上下載本申請表格，請於下面用英文正楷清楚註明閣下的姓名及地址。

Name of shareholder(s)

股東姓名

Address

地址

Change Request Form 變更申請表格

To: **Asia Standard Hotel Group Limited (the "Company")**
(Stock Code: 292)
c/o Computershare Hong Kong Investor Services Limited
17M Floor,
Hopewell Centre, 183 Queen's Road East,
Wanchai, Hong Kong

致：泛海酒店集團有限公司*（「本公司」）
(股份代號：292)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to change the choice of language and means of receipt of future Corporate Communications[#] of the Company as indicated below:
本人/我們欲更改以下列方式收取本公司日後公司通訊[#]之語言版本及收取方式：

(Please mark **ONLY ONE (X)** of the following boxes)
(請從下列選擇中，僅在其中一個空格內劃上「X」號)

- to read the **website version** of all future Corporate Communications published on the Company's website in place of receiving printed copies; and receive a notification letter of the publication of the Corporate Communications on website; OR
瀏覽在本公司網站發表之所有日後公司通訊**網上版本**，以代替收取印刷本，並收取公司通訊已在網上刊發之通知信函；或
- to receive the **printed English version** of all future Corporate Communications ONLY; OR
僅收取所有日後公司通訊之**英文印刷本**；或
- to receive the **printed Chinese version** of all future Corporate Communications ONLY; OR
僅收取所有日後公司通訊之**中文印刷本**；或
- to receive both **printed English and Chinese versions** of all future Corporate Communications.
同時收取所有日後公司通訊之**英文及中文印刷本**。

Contact telephone number

聯絡電話號碼

Signature

簽名

Date

日期

You are required to fill in the details if you download this Change Request Form from the Company's website.
假如閣下從本公司網站下載本變更申請表格，請必須填上有關資料。

Notes:
附註：

- Please complete all your details clearly.
請閣下清楚填妥所有資料。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Change Request Form in order to be valid.
如屬聯名股東，則本變更申請表格須由該名於本公司股東名冊上就聯名持有股份其姓名位列首位的股東簽署，方為有效。
- Any form with more than one box marked (X) in each part, with no box marked (X), with no signature or otherwise incorrectly completed will be void.
如在本表格於各部份作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確，則本表格將會作廢。
- Please note that both printed English and Chinese versions of all the Company's Corporate Communications which we have sent to our Shareholders in the past 12 months are available from the Company on request. They are also available on the Company's website www.asiastandardhotelgroup.com for five years from the date of first publication.
本公司備有於過去12個月曾寄發予股東的公司通訊的中、英文版印刷本。該等公司通訊亦由首次登載日期起計，持續5年載於本公司網站www.asiastandardhotelgroup.com上。
- For the avoidance of doubt, the Company does not accept any special instructions written on this Change Request Form.
為免存疑，任何在本變更申請表格上的額外手寫指示，本公司將不予處理。

* For identification purpose only
僅供識別

[#] Corporate Communications include 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.
公司通訊包括但不限於：(a)董事會報告、年度賬目連同核數師報告及(如適用)財務摘要報告；(b)中期報告及(如適用)中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；及(f)委派代表書。

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郵寄標籤 MAILING LABEL

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong

閣下寄回此變更申請表格時，請將郵寄標籤剪貼於信封上。

如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope
to return this Change Request Form to us.

No postage stamp necessary if posted in Hong Kong.