



STRATEGIC FINANCIAL RELATIONS LIMITED
縱橫財經公關顧問有限公司

[For immediate release]



**KOSMOPOLITO --- HOTEL ARM OF FAR EAST CONSORTIUM INTERNATIONAL LIMITED
LAUNCHES REBRANDING CAMPAIGN FOR ITS HOTEL PORTFOLIO**

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BUILDS A STRONG ASIAN BRAND PLATFORM FOR FUTURE GROWTH

(Hong Kong, 9 August 2010) – **Kosmopolito Hotels International Limited** (“Kosmopolito” or the “Group”), hotel arm of Far East Consortium International Limited (“FEC”; stock code: 35), today launched a rebranding campaign for its hotel portfolio in order to build a strong Asian brand for future growth.

FEC and Kosmopolito own and operate a total of eight hotels in Hong Kong, two hotels in China and five hotels in Malaysia with a combined total of 3,889 rooms. It also has seven hotels in Hong Kong, China and Singapore in various stages of planning or development. In order to develop a more cohesive and engaging portfolio of brands to serve as a platform for Kosmopolito’s expansion into the hotel management business, FEC and the Group decided to streamline its brand portfolio and realign and rebrand its hotels into four new brands, namely **“Hotel Kosmopolito”, “Boutique Series by Kosmopolito”, “Dorsett Regency” and “Silka Hotel”**.

Mr. Allan Yip, Chief Marketing Officer of Kosmopolito said, “Currently we are operating our hotels under eight brand names. Although we believe these names have developed strong customer reach as evidenced by our consistently high occupancy rates and numerous awards, there is currently an absence of ‘Asian grown’ hotel brand names of quality and scale. With our four new brands targeting different customer segments, we believe there is tremendous potential for us to build a strong Asian brand platform from which we can expand our hotel management business.”

“Hotel Kosmopolito” represents a portfolio of upscale, modernistic business hotels with an array of impressive stylish facilities and a consistent delivery of exceptional service. Targeted at leisure and business travellers who are internationally savvy and appreciate chic indulgences, Hotel Kosmopolito is focused in creating a contemporary design-led experience with an iconic lobby, artistic features and artworks adorning the guest rooms and plush comforts that include quality furnishings and amenities.

“Boutique Series by Kosmopolito” celebrates the uniqueness of individual hotels. Hotels under the Boutique Series by Kosmopolito are outstanding in its design with a variety of interesting art pieces and design elements as part of its décor. These experiential hotels are expressions of culture, history and art, capturing the local essence of their destinations and are weaved into creative features and design elements to enchant guests. Apart from a full range of hotel facilities, guest rooms are well-appointed with quality furnishings and amenities so that guests can appreciate the best comforts of home and also enjoy personable and friendly service at these hotels.

“Dorsett Regency” defines the standards for sleek and reliable mid-scale business hotels as the brand combines the best of minimalist design accommodation, technology-driven facilities and instantaneous service. Dorsett Regency provides the most conducive stay environment for executives, who are always on the move and appreciate constant connectivity for business and social networking. Guests can work or stay in touch with friends and families using the in-room connective technologies or relax with hub TV after a long day at work.

“Silka Hotel” epitomises heartwarming and pleasant sojourns with the essential homelike comforts for self-sufficient and value conscious travellers on the go. Guests who seek affordable yet innovatively designed accommodation will take delight in the value hotel brand’s offering that extends beyond the basic no-frills amenities. They will truly enjoy staying at these hotels with its reasonably priced room rates and value added benefits.

Hotels in the pipeline

Hotel Name	Location	No. of rooms
Hotel Kosmopolito City Centre, Chengdu	Chengdu, PRC	547
The Mercer by Kosmopolito	Sheung Wan, HK	55
Dorsett Regency CBD, Zhongshan	Zhongshan, PRC	416
Dorsett Regency Kennedy Town, Hong Kong	Kennedy Town, HK	217
Dorsett Regency Kwai Chung, Hong Kong	Kwai Chung, HK	567
Dorsett Regency Kwun Tong, Hong Kong	Kwun Tong, HK	380
Dorsett Regency “On New Bridge”, Singapore	Singapore	285

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About Kosmopolito Hotels International Limited

Kosmopolito Hotels International Limited is a wholly-owned subsidiary of Far East Consortium International Limited (stock code: 35). It is a fast-growing developer, owner and operator of value to upscale and boutique hotels in Asia with a strong presence in Hong Kong and Malaysia and a primary focus on expansion in China. The business of Kosmopolito comprises hotel investment, operation, management and development.

For further information, please visit: www.kosmopolito.com

About Far East Consortium International Limited

Far East Consortium International Limited (stock code: 35), is a leading conglomerate in China, Hong Kong and Australia with core businesses in property development to maintain its leading land developer position in Asia-Pacific Region. The Company is a leading car park operator in Australia, New Zealand, Malaysia and China with over 250 car parks comprising 46,000 parking bays under management. FEC has also been a developer, owner and operator of value to upscale and boutique hotels in Asia. Besides proactively seeking for investment opportunities in property development and hotel operations, streamlining business through disposing non-core business and overseas assets will be another focus of FEC. With an efficient use of resources, it can further enhance its shareholder's value in longer term.

For further information, please visit: www.fecil.com.hk

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