



Boutique Series by Kosmopolito Debuts in China with Yue @ Century Park in Shanghai

(Shanghai, 17 November 2010) – One of the largest listed hotel companies in Hong Kong and newly listed on the Main Board of The Stock Exchange of Hong Kong, Kosmopolito Hotels International Limited (KHI) [HKSE:2266] today announced the launch of Yue @ Century Park, Shanghai. The design-led hotel is the first in the Boutique Series by Kosmopolito in China. Other hotels in the Boutique Series include award-winning Lan Kwai Fong @ Kau U Fong, Central Park, and Cosmo Hong Kong. Hotels under the Boutique Series by Kosmopolito are experiential with design elements weaved into creative features to enchant guests.

KHI owns, develops and operates 22 hotels with close to 7,000 rooms across Asia. Of these, 15 are operating hotels and seven are under development. It currently has two hotels in Shanghai and Wuhan and two more are to open in Zhongshan and Chengdu. Among the hotels that KHI owns, manages and operates is the Cosmopolitan Hotel, which was formerly the landmark building that housed Xin Hua News Agency in Hong Kong. Apart from Boutique Series by Kosmopolito, KHI owns and manages three more hotel brands – upscale Hotel Kosmopolito, mid-scale business hotel Dorsett Regency and good value hotel Silka. The Group aims to launch them in China, targeting gateway and second-tier cities.

Allan Yip, Chief Marketing Officer of Kosmopolito Hotels International, said, “China is the most important growth market for KHI. Leveraging our success in Asia and our recent stock exchange listing which provides us with a stronger financial standing, we can now channel all our efforts and resources to grow our presence in China and seek the right strategic partnerships and opportunities to propel us into the next stage of developmental growth. As an owner, developer and operator of hotels, we have a deeper understanding of the challenges of managing hotels, and also the expertise and experience in delivering strong returns on investment to benefit other hotel owners.”



Yue @ Century Park has 264 well-appointed and spacious guestrooms and suites, ranging from 35 to 188 square metres, with breathtaking cityscape and surrounding views of Century Park. These rooms are ultra-contemporary in design with clean lines and soft hues, accentuated with glass décors in vivid colours, complemented with stylish and elegant furnishings and luxurious amenities. Rooms will also have high-speed and wireless internet access and iPod dock.

The main feature in its Park View rooms is the floral-etched mirror, beautifully and delicately designed adding to the chic and charm of the room. Backlit embossed colour glass accents add splashes of cheer to the white interiors and these vary from green, red, blue, orange or purple, depending on the floor that the room is located. Linear patterned carpets further provide a delightful contrast to the room's décor. Guests staying in these rooms have bay windows and balconies looking out towards the panoramic view of Century Park's greenery and vast lake.

The Loft Suite is designed in a contemporary style with an emphasis on the play of accent colours of the furnishings in pleasing neutrals of white, cream and beige. Floor to ceiling windows ensure that the room is filled with natural light. The classy stairs lead up from the living area to the bedroom on the mezzanine level. A modern rendition of a traditional Chinese mask adorns the feature wall, from the ground to the mezzanine level of the suite, creating a striking note to the suite's modern décor. Guests staying in Loft Suites can enjoy Club Floor benefits such as the use of the Club Lounge, free internet access and whole-day refreshments at the Lounge.

For culinary delights, guests can indulge in dining pleasures at Gusto on the Green Restaurant that offers east and west-influenced delicacies, renowned Xin Guang Restaurant that serves its famous Shanghainese hairy crabs, enjoy refreshments at Breeze Café and the cosy Lobby Lounge, or unwind at the oriental-styled Feng Shui Bar after a hectic day. To stay fit, guests can keep in shape using the state-of-the-art exercise equipment at the hotel's Health Club. The hotel has a Business Centre and two function rooms - the Magnolia Room and the Bauhinia Room – to cater to corporate or social events.



Conveniently located in the heart of Pudong in Shanghai, the hotel is situated in front of Century Park, Shanghai's largest city park, and within easy access to the city's Lujiazui Financial & Trade Zone via the metro station located next to it. It is a 7-minute ride on the Maglev high-speed train to reach Pudong International Airport from the nearby Maglev station.

"Yue @ Century Park offers a differentiated experience for our guests and is the ideal place to stay to explore Shanghai and appreciate Chinese culture. Our hotel exemplifies the quality offering of the Boutique Series by Kosmopolito brand with its design-led interiors and luxurious furnishings and we look forward to making this hotel the preferred choice of accommodation for our guests again and again," added Doris Hui, General Manager of Yue @ Century Park.

- end -

About Kosmopolito Hotels International Limited

Kosmopolito Hotels International Limited (KHI) (HKSE: 2266) is one of the largest listed hotel companies in Hong Kong. Newly listed on the Hong Kong Stock Exchange, it is a fast-growing developer, owner and operator of value, mid-scale, upscale and boutique hotels in Asia with a strong presence in Hong Kong and Malaysia and a primary focus on expansion in mainland China and other regions of the Asia Pacific. Its business comprises hotel investment, operation, management and development. KHI owns and manages four key hotel brands in different market segments – upscale Hotel Kosmopolito, Boutique Series by Kosmopolito, mid-scale business hotel Dorsett Regency and good value hotel Silka. It has 22 hotels, of which seven are under development.

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

Media Contact:

Joanna Ong
Urban SCOOP Consultancy
joanna@u-scoop.com
+65 96877910