



(HKSE: 2266)

## FOR IMMEDIATE RELEASE

June 2011

### KOSMOPOLITO HOTELS INTERNATIONAL (KHI) SIGNS UP LEADING EDGE ONLINE BOOKING TECHNOLOGY

**Hong Kong, June 2011** – Kosmopolito Hotels International (KHI) has signed a global agreement with TravelCLICK, the market leader in hotel e-commerce solutions to implement the iStay web booking engine for all its 22 hotels and future pipelines.

This partnership is the result of KHI's strategic focus to drive online marketing and online distribution by offering a more direct, convenient and faster booking option for potential and existing guests.

In line with this direction, the Group and hotel websites will undergo a revamp to consolidate all the websites onto a central booking platform which is more efficient and provides guest with a more consistent brand experience. The first two brands to complete the website revamp by August, 2011 will be the mid-scale Dorsett Regency brand and the Silka brand which is a value based hotel brand.

"We see the trend of guests being more and more reliant on the internet and we recognize that the internet and the guest behavior are evolving very fast. As such, selecting the right partner with the latest technology and the ability to keep pace with the evolution was a key consideration for our online strategy", says Winnie Chiu, Executive Director, Business Development KHI.

iStay also creates an intuitive shopping experience by displaying room rates and availability along with enticing photography and descriptions, resulting in enhanced satisfaction for guests and increased profitability for hotels.

"A hotel's website is the fastest growing booking segment. It is critical that hotels optimize their online booking capabilities," said Jonathan Cherins, Chief Marketing Officer of TravelCLICK. "Through iStay, KHI will be able to increase revenue and better serve their customers."

For more updated information and details, please visit [www.kosmohotels.com](http://www.kosmohotels.com).

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**Kosmopolito Hotels International**

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### 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 six are under development. For further information, please visit: [www.kosmohotels.com](http://www.kosmohotels.com)

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### About TravelCLICK, Inc.

TravelCLICK ([www.travelclick.com](http://www.travelclick.com)) is a leading provider of profitable revenue generating solutions for hoteliers worldwide. TravelCLICK offers hotels world-class reservation solutions, business intelligence products and comprehensive media and marketing solutions to help hotels grow their business. With local experts around the globe, we help more than 30,000 hotel clients in over 140 countries drive profitable room reservations through better revenue management decisions, proven reservation technology and innovative marketing. Since 1999, TravelCLICK has helped hotels leverage the web to effectively navigate the complex global distribution landscape. TravelCLICK has offices in New York, Atlanta, Chicago, Barcelona, London, Dubai, Houston, Melbourne, Shanghai, and Tokyo. Follow us on [www.twitter.com/travelclick](http://www.twitter.com/travelclick) and [www.facebook.com/travelclick](http://www.facebook.com/travelclick).

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