



(HKSE: 2266)

FOR IMMEDIATE RELEASE

Stay, Shop & Save Programme Doubles Shopping Fun of Silka Hotels' Guests

Hong Kong, 3 November 2011 – Kosmopolito Hotels International Limited (KHI) (HKSE: 2266) introduces the exclusive Stay, Shop & Save Programme to spread the message of “best value stay” of Silka Hotels. Under the programme, guests of Silka Hotels can enjoy up to 50% discounts when they shop or dine in any of the Silka Hotels' 21 partner merchandisers.

Commenting on the advantage of the programme, Chief Operating Officer of KHI, Mr. Frankie Lai enthused: “Since the launch of the programme, guests have been impressed by the ‘one-stop’ service—from value staying to shopping—of Silka Hotels. It undoubtedly helps raise the popularity of Silka Hotels brand in the tourism industry.”

Mr. Eric Cheng, General Manager of Silka Far East Hotel and Mr. Richard Kwong, General Manager of Silka West Kowloon Hotel and Silka Seaview Hotel said: “As Silka Hotels aim to cater to the needs of guests with a best value stay coupled with added benefits, we have launched the programme that not only serves as a shopping guide, but also provides shopping discounts to our guests.” The 21 programme partner merchandisers in Hong Kong range from cosmetic and consumer electronic stores to Italian restaurants and snack stores. Cheng and Kwong added: “We intend to invite more merchandisers from different categories to participate in the programme so as to be able to offer more values and choices in meeting the demands of our guests.”

Stay, Shop & Save Programme brings three-win partnership to KHI, Silka Hotels and the merchandisers. Senior A&P Manager of Broadway, one of the programme partner merchandisers in Hong Kong, said “We are willing to participate in the programme because it not only helps broaden our exposure to travellers, but also brings synergy effect to us and Silka Hotels.” The Stay, Shop & Save Programme is currently available at all the three Silka Hotels in Hong Kong and also at Silka Johor Malaysia which features different merchant partners.

For details of the offers of each merchandiser, please visit www.silkahotel.com/stay-shop-save.php.

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Kosmopolito Hotels International

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About Kosmopolito Hotels International Limited (KHI)

Set up in January 2007 and listed on the Hong Kong Stock Exchange in October 2010, KHI is a fast-growing developer, owner and operator of value, mid-scale, upscale and boutique hotels in Hong Kong, Malaysia, Singapore and China. KHI owns and manages four key hotel brands in different market segments – upscale Grand Dorsett, Boutique Series by Kosmopolito, midscale business hotel Dorsett Regency and good value hotel Silka. The Group has 23 hotels, of which six are under development. For further information, please visit www.kosmohotels.com.

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