



(HKSE: 2266)

PRESS RELEASE

[For Immediate Release]

Silka Maytower Hotel & Serviced Residences, Kuala Lumpur Expects New Brand Name to Set Benchmark for Value-led Hotels in the City

18 May 2012- The rebranding of Silka Maytower Hotel & Serviced Residences, Kuala Lumpur - formerly known as Maytower Hotel & Serviced Residences - is expected to raise the bar in terms of customer services and guest expectations for value-driven hotels in the city.

“As Silka Hotels is fast becoming the marque for value-led hotels particularly in Asia, we are confident that being part of the Silka Hotels brand would further spur our presence in the market and enable us to reach out to a larger and greater global audience,” said Silka Maytower Hotel & Serviced Residences’ General Manager Mr. Roland Lai.

Lai added: “Becoming the first hotel in Kuala Lumpur placed under the Silka Hotels brand and the fifth property within the increasingly recognisable brand; we are truly honoured with this milestone and will push our team to constantly exceed guest expectations.”

Since its opening in 2008, Silka Maytower Hotel & Serviced Residences, Kuala Lumpur has been a favourite with business and leisure travellers alike, particularly those seeking value accommodation with quality guest services.

Situated in the heart of one of Kuala Lumpur’s main commercial and entertainment districts, the hotel’s 193 well-appointed rooms and suites make it an ideal choice for exploring Malaysia’s popular tourist attractions, historical, modern and natural sights, shopping, street food, dining and local communities.

“Silka Maytower Hotel & Serviced Residences has recorded an encouraging occupancy growth over the last three years. This clearly reflects our hotel’s increased presence in the market as well as improved sales and marketing activities,” pointed out Lai.

Silka Hotels is a hotel brand by Kosmopolito Hotels International (KHI) targeting value-conscious leisure and business travellers from across the globe. Currently with hotels in Hong Kong, Kuala Lumpur and Johor Bahru, Silka Hotels offers affordable heart-warming accommodation with essential home-like comforts incorporated with innovatively designed space. For added convenience, all rooms also come with a mini-bar featuring items sold at supermarket prices.

Kosmopolito Hotels International

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“While Silka Hotels offers the perfect synergy in terms of facilities, guest services and location, it is more than just comfortable accommodation and convenient location as Silka Hotels also offers attractive shopping discounts and service privileges for hotel guests via its Stay, Shop & Save programme,” pointed out Kosmopolito Hotels International’s President and Executive Director, Ms. Winnie Chiu.

Under this increasingly popular programme, each hotel will collaborate with merchandisers of products and services such as cosmetics, consumer electronics, restaurants and retailers situated around the vicinity of the hotel, to offer shopping discounts and service privileges for guests.

“By merely showing their room key card holder when they patronise participating merchandisers, guests can enjoy discounts and privileges throughout their stay with Silka Hotels,” said Chiu.

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Photo Caption

The launch of Silka Maytower Hotel & Serviced Residences, Kuala Lumpur... (from left): Ms. Christina Toh (Area General Manager of KHI), Datin Jasmine Abdullah Heng (Vice-Chairman of KHI), Mr. Roland Lai (General Manager of Silka Maytower Hotel & Serviced Residences, Kuala Lumpur), Ms. Winnie Chiu (President and Executive Director of KHI), and Mr. Philip Schaetz (Senior Vice President of Sales and Marketing of KHI).

About Silka Maytower Hotel & Serviced Residences, Kuala Lumpur

Situated in the heart of one of Kuala Lumpur’s main commercial and entertainment districts, Silka Maytower Hotel & Serviced Residences, Kuala Lumpur features stunning views of the city and Kuala Lumpur Tower through its 179 well-appointed rooms. For tourists and business travellers alike, the location of the hotel makes it an ideal choice for their stay in Malaysia.

For more information on Silka Maytower Hotel & Serviced Residences, Kuala Lumpur, visit: www.silkahotel.com/maytower.

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About Kosmopolito Hotels International (KHI)

Kosmopolito Hotels International Limited (KHI) is an Asia-based hotel group with hotels located in major cities throughout the region.

Listed on the Hong Kong Stock Exchange, KHI (HKSE: 2266) currently operates 17 hotels including in Hong Kong, Shanghai, Wuhan, Kuala Lumpur, Labuan and Johor Bahru. An additional seven new hotels are being built around the region including in Singapore, Hong Kong, Zhongshan and Chengdu, as well as in London, KHI's first hotel property in the United Kingdom.

KHI owns and manages four key hotel brands - upscale Grand Dorsett, Boutique Series by Kosmopolito, midscale business hotel Dorsett Regency and value Silka Hotels.

For more information, visit: www.kosmohotels.com.

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