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## **DORSETT SHANGHAI LEVERAGES ON NEW BRAND NAME TO SET BENCHMARK FOR MIDSCALE BUSINESS HOTELS IN THE CITY**

Shanghai, 15 November 2012

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The rebranding of Dorsett Shanghai - formerly known as Yue Shanghai Hotel - is expected to lead the way in terms of customer services and service quality for midscale business hotels in the city.

"While Yue Shanghai has garnered a strong following since we opened in February 2010, we believe that the rebranding to Dorsett Shanghai is very timely indeed," said Dorsett Shanghai's General Manager Ms. Doris Hui at its official brand launch here today, held in conjunction with the illustrious China International Travel Mart (CITM) exhibition.

Hui added: "With the Dorsett Hospitality International group fast becoming recognised in Asia for its business expansion and industry innovation, being part of the Dorsett Hotels & Resorts brand would further spur our presence in the market and enable us to reach out to a larger and greater global audience."

Over the last two years, Dorsett Shanghai has been a favourite with both business and leisure travellers alike travelling to Shanghai. Located in the heart of Pudong - the nerve centre of the city's escalating economic development - and being adjacent to the picturesque Century Park, Dorsett Shanghai stands as a landmark symbolising chic and charm.

Dorsett Shanghai boasts 264 rooms and suites, which are designed in contemporary style with subtle Oriental touches, making it one of the city's trendiest hotels and an ideal choice for exploring Shanghai's popular tourist attractions, historical sights, entertainment outlets and shopping varieties. Dorsett Shanghai was also named "The Most Charming Boutique Hotel" in the recent China Leisure Creative Awards sponsored by the Shanghai Tourism Association.

"Along with the new brand name, everyone at Dorsett Shanghai is fully committed to providing our guests our best efforts to make their stay experience as pleasant and positive as possible. Experiences that will make them resolve to stay with us again in their subsequent trips. Hopefully they tell will others what an excellent hotel Dorsett Shanghai is and how we are playing an intrinsic part in Shanghai's progress in many years to come," remarked Hui.

### **About Dorsett Shanghai**

Located in the middle of the dynamic Pudong district, Dorsett Shanghai is adjacent to Century Park, a peaceful oasis in the city. The hotel uniquely fuses modern design themes with Chinese elements and luxurious interiors. With guestrooms ideally designed for relaxing or working, with comprehensive facilities complemented by the highest level of quality service, Dorsett Shanghai offers the perfect combination of style, grace and comfort. For more information on Dorsett Shanghai, visit: [www.yueshanghai.com](http://www.yueshanghai.com)



### **About Dorsett Hospitality International Limited**

Dorsett Hospitality International (HKEx Stock Code 2266), formerly known as Kosmopolito Hotels International, is a spin-off from Far East Consortium Limited. The group currently owns and manages 18 hotels in Mainland China, Hong Kong and Malaysia; with seven more opening within the next two years in Mainland China, Hong Kong, Singapore and United Kingdom under three brands of different tiers ranging from up-scale d.Collection to mid-scale Dorsett Hotel & Resorts, and value-led Silka Hotels. For more information on Dorsett Hospitality International, visit: [www.dorsett.com](http://www.dorsett.com).

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#### **Dorsett Hospitality International**

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