



Media Release

A New Class of Elite Is Born – Empire Elite Membership

(Hong Kong – May, 2009) The Empire Hotels & Resorts has launched a loyalty program aiming to allure guests for more frequent stays and award them a range of incentives through a newly-created, web-based platform.

Guests who are given the all-black with diamond silver lettering Empire Elite member cards will enjoy the best room rates while booking direct via the hotel group's new website: www.empirehotelsandresorts.com.

Members who make their first online bookings will be entitled to a FREE room upgrade to Empire Club floor and the following complimentary rewards at different levels of room nights accumulated:

- Level 1 > Accumulated to 3 nights' stay - Upgrade to a room on Empire Club floor with full access to and privileges of Empire Club Lounge
- Level 2 > Accumulated to 4 nights' stay - One bottle of red wine
- Level 3 > Accumulated to 5 nights' stay - One bottle of champagne
- Level 4 > Accumulated to 6 nights' stay - Buffet breakfast for one
- Level 5 > Accumulated to 7 nights' stay - Buffet dinner for one
- Level 6 > Accumulated to 8 nights' stay - One-night stay in a City View Room

There are several levels of points for earning specific rewards and there is a maximum accumulative point level currently set at level 6 (8 nights). Members may choose to accumulate points for redeeming a higher level reward plus the lower level reward(s) at one time. For example, a member has earned 3 points and chooses not to redeem the 3-point level reward on his/her next visit but to snowball the points to a higher level point. When he/she has accumulated up to 8 points, he/she will then be able to choose to redeem one 8-point level reward plus two bonus rewards, i.e. one 3-point level reward and one 5-point level reward all at the same time; or redeem one 8-point level reward plus two bonus rewards, i.e. two 4-point level rewards all at the same time. However, the member's record will be reset to start from zero.

Mr Richard Ng, Group General Manager remarks, “Booking hotel rooms online has become so prevalent nowadays that we are very excited about the launch of our own loyalty program which is so perfectly and efficiently tied in with booking direct via our new website. Our new website features the first among Hong Kong’s hotels its own payment gateway whereby online users can book and pay with their credit cards and be instantly confirmed, 24/7 and anywhere. Not only do we accept VISA and MasterCard, but also China UnionPay credit cards as well as AliPay cards. Booking hotel rooms in Hong Kong online had never been made that easy. We believe our member guests will find our website and the privileges of our Empire Elite program particularly useful and rewarding.”

Membership is by invitation and valid for one year. For more information about the program, please contact Empire Elite Membership Services, The Empire Hotels and Resorts, 62 Kimberley Road, Tsim Sha Tsui, Kowloon, HKSAR. Tel: +852 3692 2888. Fax: +852 3692 2299

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About Us

The Empire Hotels & Resorts group is owned and managed by Asia Standard Hotel Group Ltd, a listed company in Hong Kong (HKSE Stock Code 292). The Group owns three Empire Hotels in Hong Kong, namely, Empire Hotel Hong Kong • Wan Chai, Empire Hotel Kowloon • Tsim Sha Tsui and Empire Hotel Hong Kong • Causeway Bay and the Empire Hotel Vancouver • Robson Street in Canada, which are all conveniently located in shopping districts and close to business convention centers. The Empire Hotels in Hong Kong are accessible from all parts of Hong Kong via the MTR network and Star Ferry, and a seamless transportation hub by rail, land and sea directly linked to China and the Pearl River Delta. The hotels provide guests with the ultimate convenience at the heart of business and truly affordable luxury.