

*PRESS RELEASE*

*For Immediate Release*

31 August, 2009

### **Regal is entrusted to manage a 5-star hotel for Bosideng in Shandong**

Regal Hotels International Limited (Regal) and Bosideng Holdings Limited (Bosideng) entered into a hotel management agreement entrusting Regal to manage a five-star luxury property for Bosideng in Dezhou, Shandong Province, China. This management project signifies another major step forward for Regal in the continuing expansion of its hotel network in China.

This five-star property, involving investment amount of over RMB400 million, will be named as Regal Kangbo Hotel. The hotel is now undergoing pre-opening preparatory works and scheduled to be opened in the third quarter of 2010.

With its 100-meter height, the 22-storey diamond-shaped Regal Kangbo Hotel will pose as the highest building in the city and the first five-star international hotel in Dezhou targeting to lure travellers from all different segments. Regal Kangbo Hotel has a total gross floor area of about 40,000 square meters, featuring 215 well-appointed guestrooms and suites, several quality restaurants and a 3-storey podium housing seven meeting and banquet rooms, a 750 square meter Grand Ballroom, indoor swimming pool, gymnasium, spa and foot massage rooms.

Regal Kangbo Hotel is strategically located in Dezhou Economic Development Zone (DEDZ) and will be surrounded by new major developments including the Municipal Government Office Tower, Central Plaza, DEDZ Office Tower, Municipal Park and a new mega shopping centre which is under construction. The tall iconic diamond-shaped tower of Regal Kangbo Hotel will surely become the landmark of Dezhou upon completion.

Regal Kangbo Hotel is situated adjacent to the exit of Beijing-Fuzhou Expressway and well-connected by transportation network. It is just 15 minutes' drive from the city centre and around one hour and 15 minutes' away from Jinan International Airport.

Speaking at the Signing Ceremony, Mr. Gao Xiao Dong, Executive Director and General Manager of Bosideng Holdings Limited said, "The hotel project is one of our diversified investments to enrich our portfolio. We are pleased to be able to identify an expert partner to manage this first international five-star hotel in Dezhou. On top of its solid hotel management experience and strong

international sales network, Regal, being also a hotel owner, knows very well our expectations and will manage from our perspective. We are confident that Regal Kangbo Hotel will become a symbol of quality, bringing profitable returns to both parties and our shareholders.”

Ms. Belinda Yeung, Chief Operating Officer of Regal Hotels International concluded, “We are honored to be able to partner with Bosideng, a down apparel leader who has been reputable in pursuit of quality and excellence, in its diversification into the hotel investment sector. Regal Kangbo Hotel will be another major addition to our China hotel portfolio. While continuing the momentum in our hotel network expansion, we are confident that our professional team can deliver high quality management services to Regal Kangbo Hotel and in turn yielding satisfactory profitability to Bosideng.”

Bosideng is the largest down apparel company in Asia with over 8,000 retail outlets covering major cities across China, selling down apparel under its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bingjie", "Shuangyu" and "Shangyu". As a leader in China down apparel industry, Bosideng has once again received the “China Mask Award” for three consecutive years at the 3<sup>rd</sup> China Brand Festival Award Presentation Ceremony held in August 2009. It was given the title as “Invincible General Delivering Stable Growth”. On a separate occasion, Bosideng was named amongst “2008 – 2009 Top 10 Most Competitive Enterprises in the China Apparel Industry” by China National Textile and Apparel Council. Through Bosideng Holdings Limited and its various subsidiaries, Bosideng has been adopting a diversified investment strategy taping into other industries including hotel, property, infra-structure, cosmetic, logistics and Nanotech products investment.

Being one of the largest hotel operators in Hong Kong with 30 years of hotel management experience, Regal currently provides management services to five hotels in Hong Kong and six hotels in China, or about 6,000 guestrooms and more than 50 restaurants under its portfolio. The Group is devoted to expand its hotel network in China and is planning to increase its hotel portfolio to more than 20 managed or owned hotels in first and second tier cities of China within the next few years. Being reputable for consistent and quality customer service, Regal has won numerous awards from renowned international and local organizations including Regal Airport Hotel being named “The Best Airport Hotel in the World 2008” and “The Best Airport Hotel in Asia Pacific” for consecutive eight years by Business Traveller UK and Business Traveller Asia Pacific respectively, as well as Regal Palace of Regal Hongkong Hotel being awarded as Michelin Guide Starred Restaurant 2009.

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*Regal Hotels International is one of the largest hotel operators in Hong Kong. The Group operates five quality hotels in Hong Kong, namely Regal Airport Hotel, Regal Hongkong Hotel, Regal Kowloon Hotel, Regal Oriental Hotel and Regal Riverside Hotel. There are three Regal hotels in Shanghai, namely Regal Shanghai East Asia Hotel, Regal International East Asia Hotel and Regal Jinfeng Hotel; two in Chengdu, namely Regal Master Hotel and Regal Chengdu Hotel; and one in Shandong, namely Regal Kangbo Hotel. Regal Jinfeng Hotel and Regal Master Hotel are scheduled to open in late 2009 while Regal Kangbo Hotel will open in 2010. For Regal Chengdu Hotel, it is targeted to be completed in phases in two years' time.*

For media enquiries, please contact:

Ms Lily Chan, Group Director of Communications

Tel: 2837 1963

Fax: 2890 5073

Email: [lily.chan@RegalHotel.com](mailto:lily.chan@RegalHotel.com)

Ms Angela Cheu, Assistant Communications Manager

Tel: 2837 1650 / 9785 3569

Fax: 2890 5073

Email: [angela.cheu@RegalHotel.com](mailto:angela.cheu@RegalHotel.com)

Ms. Maggie Fan, Assistant Communications Manager

Tel: 2837-1661 / 9257 8775

Fax: 2890 5073

Email: [maggie.fan@RegalHotel.com](mailto:maggie.fan@RegalHotel.com)