



Media Release

**Empire Hotel Hong Kong • Causeway Bay
in the 2009 East Asian Games**

(HONG KONG – May, 2009) Empire Hotel Hong Kong • Causeway Bay, part of The Empire Hotels & Resorts group, is pleased to be engaged as an Athletes' Hotel to provide accommodation, catering and meeting facilities for athletes of the Hong Kong 2009 East Asian Games (EAG) due to take place from 5 to 13 December 2009.

Empire Hotel Hong Kong • Causeway Bay has been recently opened in one of the most sought-after locations in Causeway Bay. Nestled between a quiet neighbourhood in Tin Hau and excitement of the bright city lights, the hotel blends convenience and tranquility in providing quality accommodation and hotel services to guests.

Competitions of the Hong Kong 2009 EAG will take place in 21 venues across the city while the Opening Ceremony of the Games will be staged at the piazza of Hong Kong Cultural Centre with Victoria Harbour as the backdrop.

Held once every four years, the EAG is a major event in the Asian international sports arena. Hong Kong 2009 East Asian Games is more than a sports event. It is the first time for the city to host such a large-scale multi-sport international event. Altogether, 8 hotels have been selected as Hong Kong 2009 East Asian Games Athletes' Hotel providing accommodation, catering and meeting facilities for athletes of the EAG.

Group General Manager of The Empire Hotels & Resorts, Mr Richard Ng remarks, "Our Empire Hotel in Causeway Bay has been chosen on the strength of its convenience and easy access to the competition venues. We are honoured to be part of the Legend and help to make the Games a successful sporting event by providing quality accommodation and various hotel services to participating athletes."

Designed by the internationally-acclaimed Japanese interior architect, Koichiro Ikebuchi, the hotel embraces elegance and oriental sophistication which is uncomplicated, deferential to their surroundings and culturally authentic. All 280 guest rooms at the new Empire Hotel provide chic, contemporary accommodation complete with 42" flat-screen TV set, broadband internet access and a deluxe range of bathroom amenities.

Located on the first floor is Empire's Kitchen, designed to please your palate and soothe your eyes and serving international cuisine in a buffet style as well as a select a la carte menu, from breakfast, lunch to dinner.

- Ends -

Media Enquiries

The Empire Hotels & Resorts

Eva Hui, Group Director of Communications | Phone: 3692-2212 / 6064-8023 |

Email: evahui@empirehotelsandresorts.com

Yvonne Cheng, Assistant Marketing & Communications Manager | Phone: 3692-2227 / 6762-7017 | Email: yvonnecheng@empirehotelsandresorts.com

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.