

Press Release
Immediate Release
26 August 2011

Miramar Group Launches All New M DINING
Offering Unprecedented Prestige and More Benefits than Ever

Starting 26 August 2011, Miramar Group will re-launch its loyalty program – M DINING, bringing unprecedented prestige and more benefits, including **HK\$11,370 worth of benefits including cash and discount vouchers** to new and renewing members. The new program is in response to customer's feedback, which includes the desire for recognition and more ways to share their privileges with friends and family.

"With the opening of Assaggio Trattoria Italiana and Cuisine Cuisine in Beijing, M DINING now offers more cuisine varieties than ever before," said Camie Yim, Customer Relationship Manager. "We have been listening, and not only will new M DINING members enjoy up to 20% off when dining at our award-winning restaurants, their cash vouchers will now be completely transferable, with fewer limitations. For example, two vouchers can now be used at the same time. Members will also enjoy priority seating, and be able to take advantage of dining discounts even if their friends are paying."

Miramar Group offers new M DINING members privileged access to outstanding dining options including bars, café, buffet restaurant, and French, Italian, European, Sichuan, and Cantonese cuisines. They include 2-star Michelin Restaurant **Cuisine Cuisine**, Best of the Best Culinary Award winners – **Yunyan Sichuan Restaurant** and **Tsui Hang Village**, Michelin-recommended **WHISK**, the widely popular **Assaggio Trattoria Italiana**, U Favourite Buffet **YAMM** and U Favourite French Cuisine **The French Window**.

Once enrolled, members will receive **21 transferable vouchers, including 11 cash dining vouchers**, on top of year-round dining and spa discounts. They will also get vouchers that can be redeemed for free drinks with purchase, and free desserts on anniversaries or birthdays and vouchers that are good for treatment upgrades at MiraSpa and 50% room discounts at The Mira Hong Kong.

Membership is available for just HK\$2,520 after a special re-launch discount. Renewing members can even opt to renew for just the year-round benefits, without the vouchers, for HK\$800. Membership can be applied online at www.m-dining.com or by contacting the Loyalty Program Manager at 2315-5447. For complete details, please visit www.m-dining.com. Application forms are also available at all participating restaurants.

MIRAMAR GROUP

美麗華集團

The following restaurants where M DINING member enjoy special privileges include,

Hong Kong Island

Assaggio Trattoria Italiana	6/F, Hong Kong Arts Centre, 2 Harbour Road, Wanchai
Cuisine Cuisine, Central	3101, Podium 3, ifc mall, Central
The French Window	3101, Podium 3, ifc mall, Central
Tsui Hang Village, Central	2/F, New World Tower, 16-18 Queen's Road, Central

Kowloon

The Mira Hong Kong (COCO/Cuisine Cuisine at The Mira/Room One/WHISK/Yamm/MiraSpa)	
	118 Nathan Road, Tsimshatsui
Tsui Hang Village, Tsimshatsui	5/F, Miramar Shopping Centre, 132 Nathan Road, Tsimshatsui
Yunyan Sichuan Restaurant	4/F, Miramar Shopping Centre, 132 Nathan Road, Tsimshatsui

China

Cuisine Cuisine, Beijing	2/F., West Tower, Beijing World Financial Centre, No. 1 East 3rd Ring Middle Road, Chaoyang District
Cuisine Cuisine, Wuhan (coming soon)	9/F., Wuhan International Plaza Shopping Centre, 690 Jiefang Avenue, Jiangnan District,

About Miramar Group

Based in Hong Kong, Miramar Hotel and Investment Company, Limited (Miramar Group) was established in 1957. Listed on the Hong Kong Stock Exchange since 1970 (HKSE:71), Miramar Group is a member of Henderson Land Group, with a diversified business portfolio covering hotels and serviced apartments, property investment, food & beverage, travel services and retail in Hong Kong, mainland China and the United States.

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