

MIRAMAR GROUP

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Press Release

Immediate Release

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Miramar Travel Introduces iPhone application "Taipei Travel Guide"

Miramar Travel releases a new iPhone application that will give travellers the convenience having all the essential information they need right at their fingertips. Starting with "Taipei Travel Guide", the latest iPhone app equips vacationer with resources that are easily accessible to greatly enhance their travel experience.

Miramar knows Taipei is the favourite last-minute getaway destination for a lot of Hong Kong travelers and has developed this comprehensive and easy-to-navigate "Taipei Travel Guide" which is must-have item for those who want to travel light. The first-ever Taipei Guide with video introductions to the city and let users locate the hippest shopping centres without having to go online.

This iPhone app can bring up close to 500 shopping, dining, entertaining, sight-seeing and where-to-stay recommendations, plus special features on historic shops, local gourmets and onsen in form of short video clips. The information can be sorted by the district or by different categories, and helps users stay in touch by providing maps, opening hours and how-to-get-there instructions that can be assessed online or offline. The feature "My Favourites" even remember your must-visits for you!

The feature "Travel Recommendations" allows users check out the best ticket deals and selected travel package with the click of a button. Links to local news, travel visa must-know items, important numbers and all the practical travel information are also included to ensure travellers a smooth stay.

The "Taipei Travel Guide" iPhone application can be found in Apple AppStore by entering keywords "Taiwan Travel Guide" or "Miramar" or simply enter <http://itunes.apple.com/app/id444935043?mt=8> to download it directly for US\$3.99.

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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), it 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. Visit www.miramar-group.com for more details.

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