

MIRAMAR GROUP

美麗華集團

Press Release

For Immediate Release

11 March, 2011

Miramar Group is named Outstanding Hong Kong Branding Enterprise by Outstanding Enterprise Awards

The Outstanding Enterprise Awards held by Capital Weekly aims to recognize those enterprises with outstanding performance in the past year; who have made significant contributions to Hong Kong's economic development. The panel of judges is made up of those who have also made key contributions to the community. This year, Miramar Group is granted the award of **Outstanding Hong Kong Branding Enterprise** which speaks volume about the innovative management concept of the Group.

Miramar Group is a dynamic and innovative hospitality group. Our vision is to set the highest standards and maintain a distinctive brand image and style that distinguishes us from the competition, giving our guests a memorable experience.

Miramar Group has carried out a series of renovation and refurbishment work at The Mira and other investment properties in recent years in an effort to revitalize the brand. The initiatives have transformed The Mira into one of the top hotels with contemporary and stylish design, and the Miramar Shopping Centre into a magnet for internationally renowned brands seeking to tap into Hong Kong's consumer market. To further promote brand awareness of "The Mira" and to garner new business opportunities, the Group will operate a boutique hotel in Wan Chai under The Mira brand name.

On the F&B business, various restaurants operated by the Group have won numerous accolades in the past year, showing that the Group has gained industry-wide recognition for its strategies in developing luxury food and beverage business, and reinforcing the Group's leading market position. Following the completion of renovation work at Yunyan Sichuan Restaurant last year, Tsui Hang Village Restaurant, with over 30 year of history, will also under go revamping this year. High-end Cantonese restaurant Cuisine Cuisine will also be launched in the mainland this year beginning with Beijing and Wuhan, setting the stage for further expansion to other parts of the world. The Group is also set on diversifying the F&B business with the introduction of key F&B players from Japan including Hide-Chan Ramen and Saboten Tokantsu, not to mention the conception of Italian Restaurant Assaggio.

In line with the revitalization of the brand, the Group introduces ever more innovative products, such as becoming the first agent to offer space travel, so as to reinforce the Group's leading position in the sector.

On the retail end of things, the Group has launched an online cellar to promote lifestyle living just end of last year. The Group has also begun to establish retail networks of exclusive stores of international brand names in the Mainland, starting with DKNY jeans.

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The Group will focus on its core businesses including that for hotel and service apartments, property investment, food and beverage, and travel and retail; striving to promote the same consistent outstanding services for all our operations. The Group will also dedicate its efforts to nurturing a new generation of management talents to further the Miramar vision.

About The 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), The 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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