

## IMMEDIATE RELEASE

### Grand Opening of The Mira Hong Kong

**The first flagship hotel launched by Miramar Hotel and Investment Company, Limited**

**A HK\$500 million Mega-project to Create a Stylish Icon in Hong Kong**

**[Hong Kong, September 17, 2009]** - Miramar Hotel and Investment Company, Limited (HKSE: 71; "the Group") today held the Grand Opening ceremony of its brand new flagship hotel, The Mira Hong Kong, a mega-project that will reposition the Group as a stylish, contemporary hospitality company recognized for its commitment to design and luxury. Located in the heart of Tsim Sha Tsui, The Mira Hong Kong is set to become a stylish icon in Hong Kong, providing international travellers with a hotel marked by urban luxury and good taste.

Distinguished guests in attendance at the much-anticipated Grand Opening included business leaders and industry luminaries. The Grand Opening ribbon cutting ceremony and lion eye-dotting ceremony was held earlier today, led by Group Chairman, Dr. Lee Shau Kee, Vice-chairman Dr. David Sin Wai-Kin, Managing Director Mr. Martin Lee Ka-Shing, and directors of the board, Mr. Colin Lam Ko-Yin, Mr. Alexander Au Siu-Kee, Mr. Timpson Chung Shui-Ming, Mr. Wu King-Cheong, Mr. Richard Tang Yat-Sun, Mr. Dominic Cheng Ka-On, Mr. Eddie Lau Yum-Chuen, Mr. Thomas Liang Cheung-Biu, Mr. Norman Ho Hau-Chong and Mr. Tony Ng.

Group chairman Dr. Lee Shau Kee said, "The Group initiated the re-branding project in 2007 with total investment of HK\$ 500 million. With the collective collaborations of an international team of masterminds to oversee the architectural and interior design concepts, The Mira Hong Kong is repositioned as an upscale lifestyle and business hotel. The new face of the flagship hotel offers world class facilities, including the exquisite suites with garden view, state-of-the-art event spaces, and award-winning restaurants."

The primary market segment of The Mira Hong Kong includes affluent and design-conscious travellers: young-at-heart travel enthusiasts and technology-savvy executives who seek out hotels and travel experiences that mesh with their sophisticated and stylish lifestyles, as well as members of the Hong Kong community seeking unique gourmet and entertainment experiences.

Mr. Lee Ka Shing, Managing Director of the Group, said, "The re-design has been applauded by our target audience; we have already hosted well-known multinationals, regional conglomerates and local visionaries for events and galas. As a creative trendsetter, the Group will continue to drive our new image in other arms of the business, including property investment and development, and travel and hospitality, all of which will now target a higher-value market offering better returns."

In view of the booming hospitality industry in the region including China, Singapore, Malaysia, Macau and Hong Kong in recent years, the rebranding project targets to herald an upscale stylish living and hospitality philosophy in Hong Kong and expand it throughout Asia. The Mira Hong Kong is the brainchild of the Miramar Investment Hotel and Investment Company and was brought to life by masterminds: Hong Kong architect, Edmond Wong of designcorp, Andrew Choy of Atelier C+, Miami-based Charles Allem of CAD International, Inc; British landscape architect Adrian Norman of Adrian L. Norman; and world-renowned lifestyle guru Colin Cowie.

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### About The Mira Hong Kong

“Mira” signifies a giant, red star in the constellation of Cetus. It means “foresight” in Spanish and “perfection, peaceful and prosperous” in Latin. With such a directional name, it is anticipated that The Mira Hong Kong will soar, prosper and shine.

Centrally located on Nathan Road in Tsimshatsui, The Mira Hong Kong is situated in the heart of Hong Kong’s commercial, shopping, dining and entertainment district. Located close to the local Mass Transit Railway (MTR), railway stations and the Star Ferry, the hotel connects easily to all parts of Hong Kong. Adjacent to The Mira Hong Kong are a retail promenade of branded boutiques, large-scale shopping malls, bargain outlets and upscale eateries.

The MiraSpa, to be opened in November, will be a new 21<sup>st</sup> century spa concept managed by the hotel. Complemented by the indoor infinity-edge pool and fitness centre, the spa will encompass 18,000 square-feet of total fitness, beauty and wellness.

[www.themirahotel.com](http://www.themirahotel.com)

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