

美麗華集團  
THE MIRAMAR GROUP

Press Release  
For Immediate Release  
3 December 2010

**The Miramar Group launches online cellar business to position itself  
for the maturing domestic wine market**

The Miramar Group announced the launch of its very first online cellar to inaugurate today, on 3 December 2010. The site is the latest initiative to carry Group's stylish, contemporary looks and offers an outstanding selection of wines from world renowned wineries. The launch will place the Group among the premier wine retailers in Hong Kong which has become a key growth market for wine and spirits.

The brand new website [www.WINELOFT.hk](http://www.WINELOFT.hk) offers members access to the Group's fine wine collection with key resources to guide members through the comprehensive product listings and latest best-picks recommended by in-house sommeliers. The WINELOFT will be offering exclusive fine liquor sourced directly from Europe, including rare finds otherwise not available in the retail market.

The Group General Manager, Mr Romain Chan comments, "We are thrilled to introduce our online retail operation today as this is truly an exciting time to be in the wine industry. Helped by the duty-free trading environment, Hong Kong's annual per capita consumption is now ahead of Japan and Singapore. The total wine imports have increased by over 70% in the first 9 months of 2010 alone. The launch of WINELOFT will make it much easier for local wine-lovers to take advantage of Hong Kong's surge in quality wines at good prices."

Buying sentiments are lifted to an all-time high in the wake of the Hong Kong Wine and Dine month held throughout the month of November. The culture of pairing gourmet food with fine wines is taking root in Hong Kong, and WINELOFT is introduced just in time for the festive season to bring the latest tastes for an increasingly sophisticated wine-loving crowd.

WINELOFT introduces the uniquely superior New World white wine Fairbourne Marlborough Sauvignon Blanc 2009 with introductory offer. Grown on the north facing hillside vineyards of Marlborough's Wairau Valley in New Zealand, the soil gives rise to grapes of the most distinctive flavours. The tastes are that of ripe citrus and stone fruit nuances with a mineral character. To mark the launch of WINELOFT, this 2009 vintage is yours for just HK\$250 (original HK\$350) for the month of December, making it the perfect gift for friends and loved ones. The first 100 customer to make a purchase of HK\$1500 or more will even receive an exquisite bottle of table wine for free.

**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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**For media enquiries, please contact:**

Group Marketing and Communications Department of the Miramar Group

Ms Andrea Leung – Director of Group Marketing

Tel: 2315 5452

Email: [andrea.leung@miramar-group.com](mailto:andrea.leung@miramar-group.com)

Ms Connie Kwok – Communications Manager

Tel: 2315 5587

Email: [connie.kwok@miramar-group.com](mailto:connie.kwok@miramar-group.com)

Fax: 2316 7320