



Swire Hotels Announces Its Second Hong Kong Hotel

Lifestyle business hotel EAST opens in January 2010

(Hong Kong, May 13, 2009) – Swire Hotels is set to unveil its second Hong Kong hotel and its third property worldwide in January 2010 with the opening of a lifestyle business hotel, EAST.

EAST is located at Island East, incorporating a new landmark development by Swire, One Island East, in Quarry Bay. The location at one of the most attractive out-of-Central business addresses in Hong Kong, a new home to over 300 multinationals including some of the most prestigious Fortune 500 corporations, makes it ideal for business travellers.

EAST is created for business travellers looking for a relaxed, convenient and contemporary environment. It features services such as a paperless front-desk which enables guests to check-in only on their first visit, with express check-in and pre-registration prior to arrival all that is necessary thereafter.

The hotel's 345 rooms and suites, featuring harbour or urban views, offer the latest in iHome / iTouch technology and complimentary WiFi broadband internet connection is offered throughout the hotel.

Dining is highlighted by all-day restaurant EAST Café and a chic harbour view rooftop bar and deck.

Recreational facilities at EAST include a 24-hour gym, an outdoor swimming pool and a Juice bar.

The hotel is also conveniently close to Tai Koo MTR station and is a short drive away from Central and Causeway Bay.

Swire Hotels launched its first property, The Opposite House, in Beijing, in 2008. A second, The Upper House, opens at Pacific Place in Admiralty on Hong Kong Island in October 2009.

"Our hotel aims to create different and surprising experiences that complement the lives of our guests and enhance their lifestyle. EAST is designed to meet the needs of business travellers at Island East," said Brian Williams, Managing Director of Swire Hotels.

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About Swire Hotels

Swire Hotels has been created to manage intriguing urban hotels in Hong Kong, Mainland China and the United Kingdom, providing a luxury experience for travellers who seek individuality, style and personalised service.

The Opposite House, Beijing, opened in 2008 and will be followed by the opening of The Upper House, a 117-room luxury hotel in Pacific Place, Hong Kong, in the autumn of 2009 and in future a 90-room hotel at TaiKoo Hui in Guangzhou. Swire Hotels will open a 345-room lifestyle business hotel called EAST in TaiKoo Shing, Hong Kong, in 2010.

In the United Kingdom, Swire Hotels is developing a collection of stylish boutique hotels in interesting English towns and cities to be launched in 2010.

About Swire Island East

Swire Island East is one of Hong Kong's best planned and established business districts which comprise the retail and office centres of Cityplaza and TaiKoo Place, developed and managed by Swire Properties. Following the completion of One Island East, the Island East portfolio offers eight million square feet of commercial accommodation for local and multinational corporations. A comprehensive range of cosmopolitan business and leisure amenities are situated within the area, including the 1.1 million square feet Cityplaza shopping centre, the Butterfield's private members club, over 60 restaurants and cafes and some 4,000 public parking spaces.

Swire Island East has been a long-time patron of art and culture and a diversified range of visual and performing art events are held year-round in the past decade. To raise the bar and be able to bring world-class art events to Hong Kong, a 20,000 sq. ft. multi-purpose venue ArtisTree was launched in November 2008. Located at Cornwall House, TaiKoo Place, the inaugural event for ArtisTree was the Vivienne Westwood A Life in Fashion exhibition, a collaboration with London's Victoria & Albert Museum.

ArtisTree is a pun for the original word "Artistry" which means "artistic workmanship, effect or quality, artistic ability". Like a tree, this new venue symbolizes a nurturing ground where art grows. It is intended to be a cultural resource for Hong Kong. From where, through the presentation of outstanding events from the visual and performing arts world, inspire the learning, appreciation, creation and growth of art in the wider HK community.

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Issued by Grebstad Hicks Communications on behalf of EAST, a Swire Hotel.

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