

Lanson Place Hotel **Scoops Two Titles in First Full Year of Operations**

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Boutique Hotel of the Year – StyleAwards 2007 **Hong Kong’s first “Small Luxury Hotels of the World”**

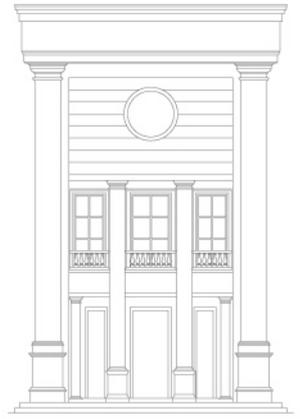
5 February 2007, Hong Kong - Small is beautiful and small can be stylish. Not long after **Lanson Place Hotel** became a member of and Hong Kong’s first “Small Luxury Hotels of the World”, the new gem in Causeway Bay has scooped the title of Boutique Hotel of the Year in the SCMP/Harper’s Bazaar StyleAwards 2007, shortly after the hotel celebrated its first full year of operation.

Small Luxury Hotels of the World is an unrivalled collection of over 400 independent hotels in more than 65 countries, offering an infinite variety of exceptional guest experiences. Lanson Place Hotel is recognized with its unique character and charm while committing to the standard of excellence guaranteeing guests an unsurpassed level of quality, service and luxury. The host of the list made a special note on the convenient location of the hotel, the “typical European architectural touch and lifestyle, and the international standard” of service and management.

Lanson Place Hotel is recognized internationally and in its own market. SCMP/Harper’s Bazaar StyleAwards 2007 is established in 2006 to celebrate the individual spirit of design and innovation. Boutique hotel is a new category in 2007. Among highly competitive peers, Lanson Place is the choice of a professional steering committee as well as public voters and is awarded the title of Boutique Hotel of the Year. “The designer had quite an unusual

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approach. It's very calm. It's a few minutes from the noise of Times Square but is completely undisturbed," commented architect Gary Cheung, a judge of the category.

Karen Li, Executive Director of Lanson Place, said, "We at Lanson Place Hotel always want to create our own style and give the hotel a unique personality. We are honoured that this aspiration is recognised by professionals and the public alike. We wanted our guests to say that the Lanson Place brand is a familiar brand and that it's been a part of their style all along."

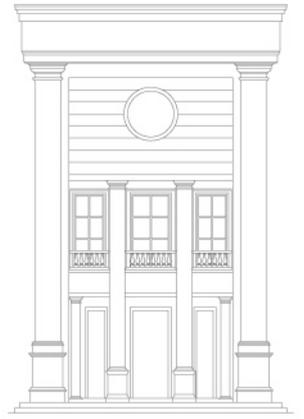
Lanson Place Hotel is quickly becoming the destination for the discerning modern business visitors and smart, experienced travelers. Since its commencement of operation in December 2005, it has consistently maintained a high occupancy with the January 2007 rate staying at over 90%. It has also attracted a high percentage of repeated visitors.

The modern 26-storey building has a European architectural façade, combining classical and contemporary designs. The hotel has just 188 suites and 6 penthouses. The interior of Lanson Place Hotel blends contemporary living and classic designs from different eras. The handpicked artworks create a home of comfort, warmth and peaceful tranquility.

Lanson Place Hotel brings an air of exclusivity, as the guests are expected to be pampered with privileges and unexpected surprises. Lanson Place Hotel differentiates itself by carving out a niche where the business or leisure visitors can enjoy the location convenience and spacious home living while

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having fun shopping and getting a taste of the culture and heritage of Hong Kong.

Throughout Lanson Place Hotel, private services can be felt with a more distinctive offering aimed to meet the specific needs of the guests. The 133 Lounge offers guests a private living room. The lounge is exclusive for the use of hotel VIPs and guests and is designed to bring the comfort of home.

For individuals who know the city, close to action and life, and choose to stay only at a small luxury hotel, there is only one. At a distinguished address, Lanson Place Hotel provides the smart alternative - a choice for the design savvy and street wise travelers in Hong Kong.

- The End -

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About Lanson Place Hotel

Hotel Address : Lanson Place Hotel, 133 Leighton Road, Causeway Bay

Number of units, size range and daily rate

<u>Number of units</u>	<u>Size range</u>	<u>Daily Rates (HK\$)</u>
188 suites HK\$2,000	380 to 600 sq ft	starting from
6 penthouses HK\$5,800	1,000 to 1,900 sq ft	starting from

* Each suite is equipped with microwave, cooking utensils, refrigerator, pantry, DVD player, flat screen TV and personal safe.

Hotel Facilities

- ◆ 133 Lounge – Also serves as the private living room for hotel guests. There is a book and DVD library at the lounge area. Continental breakfasts, cocktails & snacks are being served. Live Jazz performances on special evenings.
- ◆ Murano Room – a formal dining room for private parties
- ◆ 24-hour Gymnasium
- ◆ 24-hour Business Center
- ◆ 24-hour Laundrette
- ◆ Wireless broadband internet throughout the hotel
- ◆ Boardroom facilities

Nearby Attractions within walking distances

- ◆ Hong Kong Victoria Park
- ◆ Hong Kong Stadium
- ◆ Hong Kong Main Library

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- ◆ Jockey Club – Happy Valley horse racing course
- ◆ Shopping centers (The Lee Gardens, Time Square, World Trade Center, etc)
- ◆ Numerous restaurants, cafes, and bars

About Lanson Place

Lanson Place is the hospitality arm of USI Holdings Limited. Being the premier brand for boutique hotels and service in Asia, Lanson Place is quickly becoming synonymous with chic serviced residences and the best in boutique hotels. With their unmatched attention to detail and an exceptionally dedicated staff, these contemporary beauties have become tranquil sanctuaries for high-flyers as well as the epitome of idyllic comfort for travelers.

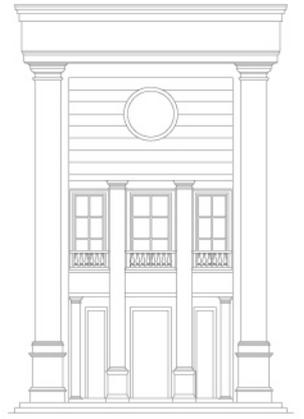
Lanson Place manages properties in Hong Kong, Kuala Lumpur, Singapore, and Shanghai. Lanson Place has continuously created a truly comfortable environment for expatriates and their families who love city living but are looking for a home more than home.

Lanson Place will further expand in Hong Kong, Mainland China and other parts of Asia, and will become the engine for USI's expansion efforts in Mainland China and when the time comes to expand into other gateway cities in the region.

For more information, please visit www.lansonplace.com or www.usi.com.hk.

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