

Press Release

SUNWAY INTERNATIONAL HOTELS & RESORTS Our Experience Creates Yours

Kuala Lumpur, Malaysia; 24 June 2009 ... Sunway International Hotels & Resorts (formerly known as Allson International Hotels & Resorts) is the Malaysian-based hospitality group and the management arm that operates 13 hotels and resorts under two hotel brand names, namely the Sunway Hotels & Resorts and Allson Hotels & Resorts in Cambodia, Indonesia, Malaysia, Singapore, and Vietnam; representing up to 3,000 guestrooms.

The Hospitality group, a subsidiary of Sunway City Berhad and a member of The Sunway Group in Malaysia, is driven by a vision of providing attractive returns and capital appreciation to the stakeholders and investors, and is to be recognised for extending exceptional customer satisfaction and memorable experiences in each of its Hotels. Its international portfolio of hospitality products and services ranges from 5-star hotels with world-class convention, meeting and exhibition facilities, luxurious villas, serviced apartments, 4 and 3-star range hotels, to technical services, travel services, franchise management and hotel marketing affiliation services.

Combining superior hospitality service with world-class culinary expertise, Sunway International Hotels & Resorts properties boast sophisticated information technology systems, property management systems, depth of management and a talent for profitable operating practices. Each Hotel property benefits from continuous communication with management and full regional support in financial operations, sales & marketing services, brand communications, food & beverage and human resources management.

Sunway International Hotels & Resorts employs flexible and innovative sales and marketing programmes for each Hotel property, tailoring their individual positioning strategies, segments and business mix ensuring sustainability and profitability – even under diverse economic conditions. Customised marketing programmes such as iDeas for yield management, CFMS for Customer Feedback Management Systems, Meeting Excellence, The Club Executive Floor, What Do You See team building programme, Wa No Otanameshi Japanese hospitality program, Central Rez - the group's central reservation, various loyalty programmes and numerous others are developed and implemented to target each hotel's specific needs and market in a timely manner, bringing a synergistic approach in promoting the Group as a whole.

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Additionally, the Group's extensive global network includes representation by seasoned marketers in key cities worldwide, which includes Singapore, Bangkok, New Delhi, Sydney, London and United Arab Emirates; promoting Sunway International Hotels & Resorts properties in the respective cities and that of the region. Global Distribution System (GDS) accessibility for the hotel group includes Amadeus, Galileo/Apollo, Sabre, Worldspan, Abacus, Pegasus, UNIREZ and UTELL.

The Sunway International Hotels & Resorts properties are situated throughout the major business centres in Cambodia, Indonesia, Malaysia, Singapore and Vietnam, providing easy access to the rest of the Asian business communities. There are nine (9) Sunway Hotels & Resorts properties in Cambodia, Malaysia and Vietnam, while Allson Hotels & Resorts are present in Malaysia, Indonesia and Singapore with four (4) properties. The hotels offer everything that a guest could want - from the most professional business travel experience to the ultimate in choices for leisure.

These hotel properties range from 4 to 5 star, offering a collection of standard, superior and deluxe rooms, club accommodation, luxurious villas, suites and fully-furnished serviced apartments. Most of the hotels offer club floor facilities with The Club Lounge, broadband facilities in meeting and guestrooms, a fully equipped business centre, in-room business facilities, swimming pool, fitness centre and/or spa facilities, travel services and other essential services and amenities. For gourmet travelers, every imaginable type of international cuisine is available - Japanese, Chinese, Italian, American, Vietnamese, French, Asian fusion, relaxed European style cafés, bakeries and even a restaurant with Singing Chefs & Waiters.

Sunway International Hotels & Resorts' flagship property is the 5-star Sunway Resort Hotel & Spa, located within an 800-acre integrated "Resort-within-a-City" development. Situated just minutes from Malaysia's capital city, Kuala Lumpur, the award-winning and most sought-after destination features a massive convention centre, versatile function rooms, an internationally-acclaimed theme park, a grand shopping and entertainment mall, a Balinese spa, state-of-the-art medical centre, and a Hotel that boasts 1,234 guestrooms, suites, studios, luxurious Asian-style private villas and serviced apartments for long-term stay; affording guests with every conceivable choice and budget, and making it ideal for leisure and business travelers alike.

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All hotels provide facilities for imaginative events and meetings. These include the Sunway Pyramid Convention Centre - one of Kuala Lumpur's largest conference venues. The pillar-free Grand Ballroom at Sunway Resort Hotel & Spa in Kuala Lumpur accommodates over 2,500 persons for a dinner banquet and is complemented by 43 other function rooms, auditoriums and outdoor themed venues, all of which are within the Hotel's grounds. At Sunway Hotel Phnom Penh, the Meeting Suites are ideal for meetings for up to 100 persons while the Hotel's Skyline Terrace serves a panoramic view of the Mekong River, ideal for outdoor evening cocktails or themed dinners. Alternatively, The Galleria brings cocktail events with a local flavour complemented by Cambodian art adorning the walls and displayed majestically along the foyer area for a definite topic of conversation.

Whether the business event brings you to Singapore, Kuala Lumpur or to Jakarta, a Sunway International Hotels & Resorts property delivers an imaginative event, ensuring peace of mind for the event organiser and delegates alike.

Leisure travelers can choose to base themselves at the hotels whilst exploring the surrounding countryside, or can enjoy a city break in some of Asia's most popular and vibrant destinations. Each Hotel is able to assist in providing exciting leisure breaks with a number of special offers, packages and tie-up's with family entertainment venues.

These include excursions to Angkor Wat in Siem Riep, Cambodia; Singapore's Clarke Quay or a stroll along Orchard Road for a dose of retail therapy; a city tour that provides a towering view of Kuala Lumpur's Petronas Twin Towers or just walk into the famed Sunway Lagoon Theme Park for a thrilling day of adventure. Alternatively, only minutes away from the hustle and bustle of Kuala Lumpur are suburbs with small villages, known in Malaysia as "kampung". Here, true cultural displays, religious rites and rituals and traditional ceremonies come alive and form part of everyday life in Kuala Lumpur. Over in Hanoi, Sunway Hotel Hanoi provides guided tours to the local markets and silk districts for enticing buys.

Most of the Sunway International Hotels & Resorts offer spa and fitness facilities and are within easy reach of local attractions and landmarks such as museums, theme parks, trendy restaurants, sporting facilities, shopping malls and boutiques, galleries, theatres and entertainment districts.

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Sunway International Hotels & Resorts is represented by the Sunway Hotels & Resorts and Allson Hotels & Resorts properties and they include hotels in the following key destinations:

- Cambodia Sunway Hotel Phnom Penh 4-star, 138 rooms
- Indonesia Allson Residence Mitra Oasis, Jakarta 4-star, 117 rooms

- Malaysia Allson Klana Hotel Putra Nilai, Negeri Sembilan 4-star, 223 rooms
- Malaysia Allson Klana Resort, Seremban, Negeri Sembilan 4-star, 192 rooms
- Malaysia Sunway Hotel Georgetown, Penang 4-star, 249 rooms
- Malaysia Sunway Hotel Seberang Jaya, Penang 4-star, 200 rooms
- Malaysia Sunway Resort Hotel & Spa, Kuala Lumpur 5-star, 441 rooms
- Malaysia The Villas, Kuala Lumpur 5-star, 17 villas
- Malaysia The Duplex, Kuala Lumpur 5-star, 12 townhouses
- Malaysia Pyramid Tower Hotel, Kuala Lumpur 4-star, 534 rooms
- Malaysia Pyramid Suites & Studios, Kuala Lumpur 4-star, 230 rooms

- Singapore Allson Hotel Singapore 4-star, 451 rooms
- Vietnam Sunway Hotel Hanoi 4-star, 143 rooms

For further enquiries on management agreements, franchise opportunities and/or consultancy services, please contact the Sunway International Hotels & Resorts' Corporate Office, located at Level 1, Unit 1.2, Menara Sunway, Jalan Lagoon Timur, Bandar Sunway, 46150 Petaling Jaya, Selangor Darul Ehsan, Malaysia. For more information, visit www.sihr.com

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For Media Enquiries, please contact Sunway International Hotels & Resorts' Corporate Marketing & Communications Division, Kuala Lumpur, Malaysia. Tel: + 60 3 5639 8181 Fax: + 60 3 5639 8182 Email: corporate@sihr.com or visit www.sihr.com