



LANGHAM HOTELS  
International

# PRESS RELEASE

*LANGHAM HOTELS INTERNATIONAL APPOINTS NEW  
DIRECTOR OF PUBLIC RELATIONS (ASIA)  
Group Ramps Up for Growing Presence in Asia*

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January 22, 2010

Langham Hotels International (LHI) has appointed Vivian To as Director of Public Relations (Asia) to drive awareness of the luxury hotel group as it expands in Asia.

Ms To is a seasoned public relations professional with comprehensive experience in media relations, event management, publicity and promotions.

Working in conjunction with the public relations teams in Asia, Ms To will develop strategic publicity campaigns to maximise media coverage for the group's operating hotels and new properties in Hong Kong, China, Thailand and India. She will also be responsible for driving exposure in key Asian feeder markets.

Ainslie Cheung, Director of Public Relations, International said: "The next couple years will see a rapid expansion of the group in Asia with several new hotels in the pipeline. Vivian will build on the growing presence of our brands in the region, and further promote the luxurious and stimulating hospitality our hotels offer."

Ms To started her career as a TV journalist and news anchor. She was with the MTR Corporation before joining the LHI.

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more/...

Page 2 of 4



Vivian To, Director of Public Relations (Asia)

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Page 3 of 4

### About Langham Hotels International & Its Affiliates

Langham has a legendary hotel heritage dating back to 1865 when The Langham in London originally opened as Europe's first Grand Hotel. For over 140 years, this flagship hotel has been at the forefront of sophisticated and gracious hospitality. Today, all Langham Hotels worldwide inherit the same philosophy that reflects elegance in design, innovation in hospitality, genuine service and captivation of the senses creating a truly unique hotel experience.

The group is pursuing an aggressive portfolio growth strategy using its distinctive brands and affiliate – The Langham, Langham Place and Eaton. Currently 19 hotels, including affiliates, are open or in the pipeline across four continents.

The Langham is where guests can enjoy service with poise and be enchanted by our innovation and traditions while Langham Place, the fun sibling of The Langham, is about living the 21<sup>st</sup> century through design, technology and attitude, epitomising stimulating and artistic hospitality.

Eaton, a premium affiliate brand, aims to surprise and delight our guests with a value-for-money proposition that delivers a stylish, modern level of comfort with spirited, can-do service.

Langham Hotels International is a wholly-owned subsidiary of Great Eagle Holdings (Stock Code: 0041) which was founded in 1963 and listed on the Hong Kong Stock Exchange in 1972.

Reservations for Langham hotels can be made by logging onto [langhamhotels.com](http://langhamhotels.com) or for Eaton Hotels log onto [eatonhotels.com](http://eatonhotels.com).

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Page 4 of 4

**Our Properties**

**EUROPE:**

The Langham, London

**INDIA:**

Langham Place, Koregaon Park, Pune  
(opening soon)

**NORTH AMERICA & CARIBBEAN:**

The Langham, Boston  
The Langham, Huntington Hotel  
Pasadena, Los Angeles  
Langham Place, Resort + Spa,  
Port St George, Bahamas (opening soon)

**PACIFIC:**

The Langham, Auckland  
The Langham, Melbourne

**ASIA:**

**Hong Kong**

The Langham, Hong Kong  
Langham Place, Mongkok, Hong Kong  
Eaton Hong Kong

**China**

The Langham, Yangtze Boutique, Shanghai  
Langham Place, Beijing (opening soon)  
Langham Place, Beijing Capital Airport  
(opening 2010)  
Langham Place, EDZ, Guangzhou  
(opening soon)  
Eaton Luxe, Nanqiao, Shanghai (opening 2010)

**Thailand**

Langham Place Samui at Lamai Beach  
Langham Place Miora Resort + Spa,  
Kalim Bay, Phuket (opening soon)  
The Langham, Sukhumvit, Bangkok  
(opening soon)  
Langham Place, Phayathai, Bangkok  
(opening soon)

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