

PRESS RELEASE

LANGHAM HOTELS INTERNATIONAL DOUBLES PORTFOLIO WITH DUAL BRAND DEAL IN BANGKOK *The Langham Marque To Be Introduced to Thailand for the First Time*

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Langham Hotels International (LHI) has doubled its footprint in Thailand to four properties following the signing of a deal with Bangkok Mass Transit System Public Company Limited (BTSC) to manage two new five-star properties in the country's capital.

The occasion marks the first time LHI's two distinctive brands – The Langham and Langham Place - will be introduced simultaneously in one city when they open in 2012.

“We are proud to be broadening our presence in one of Asia's most vibrant emerging economies, Thailand, with our illustrious new partner, BTSC,” says Dr K.S Lo, Chairman of Langham Hotels International. “These new hotels will represent the best of our two brands when they open in 2012, as we distill our brand essence from the last 144 years into these distinctive new establishments.”

Echoing Dr Lo's optimism, BTSC Executive Chairman and Chief Executive Officer, Khun Keeree Kanjanapas said: “Introducing The Langham and Langham Place brands to Bangkok through this partnership perfectly complements our company's growth strategy in the region. A recognised brand name managed by a successful operator, such as Langham Hotels International, is a recipe for sure success.”

The Langham, Sukhumvit, Bangkok will enjoy prime position in the city's central commercial district on Sukhumvit Road and offer a luxury heritage that befits one of Bangkok's most prestigious addresses.

Built in the tradition of Europe's first grand hotel, the property will feature 230 spacious guestrooms and suites as well as 80 Langham Residences.

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Complementing the luxury accommodation will be a complete array of services and facilities that embody the elegance and timeless spirit of The Langham. These will include the sister of The Langham Hong Kong's two Michelin Star Cantonese restaurant – T'ang Court, a second fine-dining restaurant, the Traditional Chinese Medicine-inspired Chuan Spa, swimming pool and fitness centre, as well as a grand ballroom and extensive meeting facilities designed to create a Bangkok's most luxurious hotel.

The 400-room Langham Place, Phayathai, Bangkok, close to the city's premier shopping location at Siam Centre is just 14 minutes from Suwannabhumi Airport thanks to the new Airport Rail link. The property captures the other side of the city's vibrant nature with an emphasis on sparkling service that reflects the guests' fun loving and sociable approach to life.

The hotel combines modern living by including visually-pleasing yet functional design elements as well as the latest technology to seamlessly meet the needs of early adopters to entertain, stay connected or increase productivity.

In addition to the most modern rooms in the city, the property will feature a DJ in the lobby to set the mood, easing you into a vibrant haven in the city.

Facilities also include the award-winning Chuan Spa, a fitness centre and swimming pool as well as the unique hybrid bar and business lounge concept of Portal – Work & Play – which recognises that today's independent travellers often multi-task, work and play within the same space.

Two new restaurants will also be introduced which will touch all the senses to truly capture the spirit of the stimulating hospitality.

Extensive meetings and banquet facilities complete the range of services at this centrally located property.



The Langham, London



The Langham, Yangtze Boutique,
Shanghai



The Langham, Sukhumvit,
Bangkok



Langham Place, Mongkok,
Hong Kong



Langham Place, Phayathai, Bangkok

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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 18 hotels, including affiliates, are open or in the pipeline across four continents.

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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 21st century through design, technology and attitude, epitomising stimulating and artistic hospitality.

Eaton, a premium four-star affiliate property, 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 company 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 or eatonhotels.com.

Our Properties

EUROPE:

The Langham, London

INDIA:

Langham Place, Koregaon Park, Pune
(opening soon)

NORTH AMERICA:

The Langham, Boston
The Langham, Huntington Hotel & Spa,
Pasadena

PACIFIC:

The Langham, Auckland
Langham Place, Waiheke Island, Auckland
(opening soon)
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 soon)
Langham Place, EDZ, Guangzhou
(opening soon)

Thailand

Langham Place Samui at Lamai Beach
(2009)
Langham Place Miora Resort + Spa, Kalim
Bay, Phuket (opening soon)
The Langham, Sukhumvit, Bangkok
(opening soon)
Langham Place, Phayathai, Bangkok
(opening soon)