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ASIA STANDARD HOTEL GROUP LIMITED

泛海酒店集團有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 292)

PROFIT WARNING

This announcement is made by Asia Standard Hotel Group Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that based on information currently available, the Group is expected to record a loss for the six months ended 30 September 2011 as compared to a profit for the same period in 2010.

The expected loss was mainly attributable to unrealised losses arising from drop in fair value of the Group’s securities investments due to recent downturn in the global financial markets. For the same period in 2010, the Group recorded unrealised gains arising from increase in fair value of its investments. These unrealised fair value losses or gains have no effect on the cash flow of the Group in their respective reporting periods.

The information contained in this announcement is only based on the preliminary assessment according to figures and information that have not been audited or reviewed by the Company’s auditor. Details of the Group’s performance will be disclosed in its interim results announcement for the six months ended 30 September 2011, which is expected to be published in end November 2011.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

Hong Kong, 28 October 2011

By order of the Board of
Asia Standard Hotel Group Limited
Lim Yin Cheng
Deputy Chairman

As at the date of this announcement, the Executive Directors of the Company are Mr. Poon Jing, Dr. Lim Yin Cheng, Mr. Fung Siu To, Clement, Mr. Poon Tin Sau, Robert and Mr. Woo Wei Chun, Joseph and the Independent Non-executive Directors are Mr. Ip Chi Wai, Mr. Leung Wai Keung and Mr. Hung Yat Ming.

* *For identification purpose only*