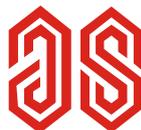


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## **ASIA STANDARD HOTEL GROUP LIMITED**

**泛海酒店集團有限公司\***

*(Incorporated in Bermuda with limited liability)*

**(Stock Code : 292)**

### **POSITIVE PROFIT ALERT**

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 management information currently available, the Group is expected to record a profit attributable to shareholders of the Company for the six months ended 30 September 2012 as compared to a loss for the same period in 2011.

The turnaround was mainly attributable to a net gain on investments in financial assets as opposed to a net loss in the same period of last year.

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 for the six months ended 30 September 2012, which is expected to be published in November 2012.

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

Hong Kong, 30 October 2012

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. Poon Hai, Mr. Fung Siu To, Clement 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*