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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)

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATION

In support of environmental protection and to improve the efficiency of how the Company communicates with Shareholders, and as permitted under applicable laws and regulations and the Company's bye-laws, the Company is making certain arrangements to ascertain how Shareholders wish to receive future Corporate Communication from the Company, either (i) in printed form, in either an English version or a Chinese version or both versions of the Corporate Communication; or (ii) by electronic means whereby the Company will send or supply the Corporate Communication to Shareholders by making them available on its website.

INTRODUCTION

In support of environmental protection and to improve the efficiency of how the Company communicates with Shareholders, and as permitted under applicable laws and regulations and the Company's bye-laws, the Company is making certain arrangements to ascertain how Shareholders wish to receive future Corporate Communication from the Company, either (i) in printed form, in either an English version or a Chinese version or both versions of the Corporate Communication; or (ii) by electronic means whereby the Company will send or supply the Corporate Communication to Shareholders by making them available on its website.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company to ascertain how Shareholders wish to receive Corporate

Communication from the Company:

1. The Company is sending a letter to Shareholders on 23 March 2009 (the “**First Letter**”) together with a reply form (the “**Reply Form**”) in both English and Chinese to enable them to elect to receive future Corporate Communication, either (i) in printed form, in either an English version or a Chinese version or both versions of the Corporate Communication; or (ii) by electronic means through access to the Company’s website at www.asiastandardhotel.com in lieu of receiving printed copies.

The First Letter will explain that if the Company does not receive the duly completed and signed Reply Form from a Shareholder on or before 23 April 2009, the Company will, until and unless such Shareholder informs the Hong Kong Branch Share Registrar by reasonable notice in writing of his/her desire to receive future Corporate Communication in the other language or in both languages:

- (a) only send to such Shareholder a printed Chinese version of all future Corporate Communication if he/she is a natural person with a Chinese name and his/her registered address as appearing on the Company's register of members is in Hong Kong; and
 - (b) in all other cases, only send a printed English version of all future Corporate Communication to such Shareholder.
2. When a printed Corporate Communication is sent out according to the arrangements as set out in paragraph 1 above, a letter (the “**Notification Letter**”) together with a change request form (the “**Change Request Form**”), prepared in both English and Chinese, will be attached to the relevant Corporate Communication, stating that the Corporate Communication in either English or Chinese will be available upon request, and Shareholders may change their choice of language and/or the means of receipt of future Corporate Communication by completing the Change Request Form and returning it to the Hong Kong Branch Share Registrar.
 3. Only Shareholders who have indicated an express, positive consent in writing in the Reply Form will receive future Corporate Communication by electronic means through access to the Company’s website in lieu of receiving printed copies. The Hong Kong Branch Share Registrar will send the Notification Letter to such Shareholders informing them whenever there is any publication of Corporate Communication on the Company’s website.
 4. Shareholders have the right at any time by reasonable notice in writing to the Hong Kong Branch Share Registrar to change their choice of language between English and Chinese and/or means of receipt of future Corporate Communication. Shareholders are also entitled to notify the Company by email to info@asia-standard.com.hk of any change in their choice of means of receipt of future Corporate Communication or of their request to receive a future Corporate Communication in printed form. With respect to Shareholders who have chosen to receive future Corporate Communication using electronic means but

for any reason have difficulty in gaining access to a Corporate Communication published on the Company's website, the Company will promptly upon their request send a printed version of such Corporate Communication free of charge.

5. The First Letter and the Notification Letter will mention that printed versions of future Corporate Communication in either English or Chinese will be available from the date of despatch from the Company or the Hong Kong Branch Share Registrar on request and both versions will also be available on the Company's website at www.asiastandardhotel.com and the website of the Stock Exchange at www.hkex.com.hk. A telephone hotline service provided by the Company at (852) 2972-9855 is also available during business hours from 9:00 a.m. to 5:00 p.m. from Mondays to Fridays, excluding Saturdays and Hong Kong public holidays, for any queries on the proposed arrangements set out above.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following terms shall have the following meaning :

- “Company” means Asia Standard Hotel Group Limited, an exempted company incorporated in Bermuda with limited liability, the issued shares of which are listed on the Main Board of the Stock Exchange;
- “Corporate Communication” means any document to be issued by the Company for the information or action of Shareholders, including but not limited to :
- (a) the Directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report;
 - (b) the interim report and, where applicable, summary interim report;
 - (c) a notice of meeting;
 - (d) a listing document;
 - (e) a circular; and
 - (f) a proxy form.
- “Director(s)” means the director(s) of the Company;

“Hong Kong”	means the Hong Kong Special Administrative Region of the People’s Republic of China;
“Hong Kong Branch Share Registrar”	means Computershare Hong Kong Investor Services Limited, the Hong Kong branch share registrar of the Company;
“Listing Rules”	means The Rules Governing the Listing of Securities on the Stock Exchange;
“Shareholders”	means the shareholders of the Company; and
“Stock Exchange”	means The Stock Exchange of Hong Kong Limited.

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

Hong Kong, 23 March 2009

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*