



ASIA STANDARD HOTEL GROUP LIMITED

泛海酒店集團有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code : 292)

Dear Registered holder,

10 November 2010

Election of Language and Means of Receipt of Corporate Communication

Pursuant to Rules 2.07A(2A) and 2.07B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, we are writing to seek your election in relation to the following matters regarding the future corporate communication (the "Corporate Communication") of Asia Standard Hotel Group Limited (the "Company"), which includes any document(s) to be issued by the Company for the information or action of any holders of its securities, 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.

You may choose:

- (1) to read and/or download the Corporate Communication published on the Company's website at www.asiastandardhotelgroup.com (the "Website Version") instead of receiving printed copies; or
- (2) to receive a printed English version of the Corporate Communication only; or
- (3) to receive a printed Chinese version of the Corporate Communication only; or
- (4) to receive both the printed English and Chinese versions of the Corporate Communication.

For the purpose of environmental protection, we recommend you to select the Website Version. Even if you have chosen the Website Version, you have the right at any time to change your choice by sending reasonable prior notice in writing to the Company's Hong Kong Branch Share Registrar. You may also send such a notice by email to info@asia-standard.com.hk.

Please mark a "X" in the appropriate box in the enclosed Reply Form and sign and return the same using the mailing label printed at the bottom of the Reply Form (no need to affix a stamp if posted in Hong Kong; otherwise, affix an appropriate stamp) to the Company's Hong Kong Branch Share Registrar, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

If you choose the Website Version, a notification of the publication of the Corporate Communication on the Company's website will be sent to you in the future.

If the Company does not receive the Reply Form from you within 28 calendar days beginning from the date of this letter by 8 December 2010, and until you inform the Company's Hong Kong Branch Share Registrar by reasonable prior notice in writing or send a notice by email to info@asia-standard.com.hk, you will be deemed to have consented to receiving the Website Version and only a notification of the publication of the Corporate Communication on the Company's website will be sent to you in the future.

Please note that:

- (a) both the printed English and Chinese versions of the Corporate Communication will be available from the Company or its Hong Kong Branch Share Registrar on request; and
- (b) both the English and Chinese versions of the Corporate Communication will be available on the Company's website at www.asiastandardhotelgroup.com and on the website of Hong Kong Exchanges and Clearing Limited at www.hkexnews.hk.

If you have any difficulty in receiving or gaining access to the Corporate Communication for any reason, the Company will promptly upon your notice send the printed version of the Corporate Communication to you free of charge.

Should you have any queries relating to the above matters, please call the Company's telephone hotline at (852) 2972-9855 during business hours from 9:00 a.m. to 5:00 p.m. from Mondays to Fridays, excluding Saturdays and Hong Kong public holidays.

Yours faithfully,
For and on behalf of
Asia Standard Hotel Group Limited
Lim Yin Cheng
Deputy Chairman