



ASIA STANDARD HOTEL GROUP LIMITED

泛海酒店集團有限公司*

(incorporated in Bermuda with limited liability)

(於百慕達註冊成立之有限公司)

(Stock Code/股份代號: 292)

NOTIFICATION LETTER 通知信函

21 January 2011

Dear Non-registered holder⁽¹⁾,

Asia Standard Hotel Group Limited (the "Company") – Notice of Publication of Circular in relation to the Scrip Dividend Scheme of the Interim Dividend for the six months ended 30 September 2010 (the "Current Corporate Communication")

The English and Chinese versions of the Company's Current Corporate Communication are now available on the Company's website at www.asiastandardhotelgroup.com and the HKExnews website of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") at www.hkexnews.hk or the arranged printed form(s) of the Current Corporate Communication is enclosed (if applicable).

If you want to receive a printed version of the Current Corporate Communication, please complete the Request Form overleaf and return it to the Company's Hong Kong Branch Share Registrar c/o Computershare Hong Kong Investor Services Limited (the "Hong Kong Branch Share Registrar") by using the mailing label at the bottom of the Request Form (no need to affix a stamp if posted in Hong Kong; otherwise, please affix an appropriate stamp). The address of the Hong Kong Branch Share Registrar is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. You may also send the Company an e-mail attaching the completed Request Form to info@asia-standard.com.hk. The Request Form may also be downloaded from the Company's website at www.asiastandardhotelgroup.com and the HKExnews website of the Stock Exchange at www.hkexnews.hk.

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

各位非登記持有人⁽¹⁾：

泛海酒店集團有限公司* (「本公司」) – 有關截至二零一零年九月三十日止六個月中期股息的以股代息計劃之通函 (「是次公司通訊」) 之發佈通知

本公司的是次公司通訊之中，英文版本現已上載於本公司網站 www.asiastandardhotelgroup.com 及香港聯合交易所有限公司 (「聯交所」) 披露易網站 www.hkexnews.hk 或按安排附上是次公司通訊之印刷本(如適用)。

如閣下欲收取是次公司通訊文件之印刷本，請填妥在本函背頁之申請表格，並使用隨附之郵寄標籤寄回本公司之香港股份登記分處香港中央證券登記有限公司 (「香港股份登記分處」) (如在香港投寄，毋須貼上郵票；否則，請貼上適當的郵票)。香港股份登記分處地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。閣下亦可將填妥的申請表格作為附件電郵至本公司(電郵地址: info@asia-standard.com.hk)。申請表格亦可於本公司網站 www.asiastandardhotelgroup.com 或聯交所披露易網站 www.hkexnews.hk 內下載。

如對本函內容有任何疑問，請致電本公司電話熱線(852) 2972-9855，辦公時間為星期一至五 (星期六及香港公眾假期除外) 上午 9 時正至下午 5 時正。

代表
泛海酒店集團有限公司
副主席
林迎青
謹啓

2011 年 1 月 21 日

*For identification purpose only
僅供識別

Note: (1) This letter is addressed to Non-registered holder of the Company ("Non-registered holder" means such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited to receive Corporate Communications). If you have sold or transferred your shares in the Company, please disregard this letter and the Request Form overleaf.

附註：(1) 此函件乃向本公司之非登記持有人(「非登記持有人」指股份存放於中央結算及交收系統的人士或公司，透過香港中央結算有限公司不時向本公司發出通知，希望收到公司通訊)發出。如果閣下已經出售或轉讓所持有之本公司股份，則無需理會本函件及背頁之申請表格。

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Please specify your name and address clearly in **ENGLISH BLOCK LETTER** below if you downloaded this form from the web.
倘若閣下從網上下載本申請表格，請於下面用英文正楷清楚註明閣下的姓名及地址。

Name of shareholder(s)

股東姓名

Address

地址

Request Form 申請表格

To: Asia Standard Hotel Group Limited (the "Company")
(Stock Code: 292)
c/o Computershare Hong Kong Investor Services Limited
17M Floor,
Hopewell Centre, 183 Queen's Road East,
Wanchai, Hong Kong

致：泛海酒店集團有限公司*（「本公司」）
(股份代號：292)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the **current and future** Corporate Communications[#] of the Company in the manner as indicated below:

本人/我們希望以下列方式收取本公司是次及日後公司通訊[#]：

(Please mark **ONLY ONE (X)** of the following boxes)

(請從下列選擇中，僅在其中一個空格內劃上「X」號)

- to receive the **printed English version of current and future** Corporate Communications ONLY; OR
僅收取是次及日後公司通訊之英文印刷本；或
- to receive the **printed Chinese version of current and future** Corporate Communications ONLY; OR
僅收取是次及日後公司通訊之中文印刷本；或
- to receive both **printed English and Chinese versions of current and future** Corporate Communications.
同時收取是次及日後公司通訊之英文及中文印刷本。

Contact telephone number:

聯絡電話號碼

Signature:

簽名

Date:

日期

Notes:

附註：

- Please complete all your details clearly.
請閣下清楚填妥所有資料。
- This letter is addressed to Non-registered holder of the Company ("Non-registered holder" means such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited to receive the Corporate Communications).
此函件乃向本公司之非登記持有人(“非登記持有人”指股份存放於中央結算及交收系統的人士或公司，透過香港中央結算有限公司不時向本公司發出通知，希望收到公司通訊)發出。
- Any form with more than one box marked (X), with no box marked (X), with no signature or otherwise incorrectly completed will be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確，則本表格將會作廢。
- The above instruction will apply to the Corporate Communications to be sent to you until you notify to the Company's Hong Kong Branch Share Registrar c/o Computershare Hong Kong Investor Services Limited to the contrary or unless you have at anytime ceased to have holdings in the Company.
上述指示適用於發送予閣下之所有公司通訊，直至閣下通知本公司之香港股份登記分處香港中央證券登記有限公司另外之安排或任何時候停止持有本公司的股份。
- For the avoidance of doubt, the Company does not accept any special instructions written on this Request Form.
為免存疑，任何在本申請表格上的額外手寫指示，本公司將不予處理。

* For identification purpose only
僅供識別

Corporate Communications include 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, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
公司通訊包括但不限於：(a)董事會報告、年度賬目連同核數師報告及(如適用)財務摘要報告；(b)中期報告及(如適用)中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；及(f)委派代表書。

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郵寄標籤 MAILING LABEL

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong

閣下寄回此申請表格時，請將郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope
to return this Request Form to us.

No postage stamp necessary if posted in Hong Kong.