

JBC Travel Co., Ltd. Celebrates its 25th Anniversary

PRESS RELEASE

JBC Travel Company Limited is delighted to announce its 25th anniversary in July 2004. JBC was established in 1979 as a small ticketing agent. Over the last 25 years, it has expanded to a comprehensive travel solutions provider offering wholesale and retail ticketing, business travel, hotel reservation, MICE (Meeting, Incentive, Convention, Exhibition) arrangements and other customized travel products. In April 2001, JBC Travel Co., Ltd. became a subsidiary of Asia Standard Hotel Group Limited, a public listed company in Hong Kong (stock code: 292). In hands with other group subsidiaries like The Empire Hotel Hong Kong, The Empire Hotel Kowloon and The Empire Landmark in Vancouver, Canada, powerful synergy is produced.

In the current Hong Kong market, JBC's active clients include over 500 sub-agents and 1,000 corporate accounts. As one of the leaders in the travel industry, JBC's experienced management professionals, together with enthusiastic staff successfully provide efficient and excellent service to the clients. Throughout the years, JBC has won countless awards from different airlines for its remarkable performance, and these recognitions certainly have given all staff great motivation for even greater improvement.

During the silver jubilee, the company is filled with special thankfulness for all the support from clients and business partners; remembrances of the quarter century; and new hopes for the years to come. With JBC's further enhancement in the China market and more profound link with the business associates in Japan in 2004, the company is confident to welcome the forthcoming 25 years, which would be more challenging, but believed to be bright and fruitful.

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