

To: All News/Business/Travel Publications/Online Websites

For immediate release

Miramar's Core Businesses Maintained Stable Development

Hong Kong, 9 December 2009

Miramar Hotel and Investment Company, Limited (Hong Kong Stock Code: 71, the Group) announced today the interim results for the six months ended 30 September 2009.

Key Financial Results

- During the six month period under review, the Group's turnover was approximately HK\$808,000,000 (2008: HK\$805,000,000)
- Excluding the net increase in the fair value of its investment properties, profit after tax amounted to HK\$94,000,000 (2008: HK\$153,000,000)
- Profit attributable to shareholders amounted to approximately HK\$128,000,000 (2008: HK\$122,000,000)

Commenting on the Group's results, Mr. Lee Ka Shing, Managing Director of the Group said, "Global economic turmoil and pandemic influenza have not largely impacted on the Group's results in the period under review. With the gradual recovery of the Hong Kong and global economies, the Group's performance has started to improve. After an 18-month makeover, the Grand Opening ceremony of the Group's first flagship hotel, The Mira Hong Kong, was held on 17 September, a mega-project that repositions the Group as a stylish, contemporary hospitality company recognized for its commitment to design and luxury. The Mira Hong Kong is set to become a stylish icon in Hong Kong, providing international travellers with a hotel marked by urban luxury and good taste. The Group is confident that the rebranding will offer higher returns and the hotel's room occupancy will progress to soar and increase."

"As a creative trendsetter, the Group will continue to drive our new image in other arms of the business, including property investment and development, and travel and hospitality, all of which will now target a higher-value market offering better returns."

The Hong Kong property market has not been largely affected by global economic downturn, while the Group's rental properties recorded satisfactory rental income. With competition remains challenging in the period under review, which particularly affected consumer confidence, the food and beverage division and hotel business were affected while travel business delivered adequate performance.

**Miramar Hotel and
Investment Company, Limited**

15/F Miramar Tower
132 Nathan Road
Tsim Sha Tsui, Kowloon, Hong Kong
T 852 2315 5555
F 852 2722 5555
www.miramar-group.com

Member of Henderson Land Group

Hotel Operations

With the completion of the makeover of The Mira Hong Kong, the 492 stylish guestrooms and suites are ready in service. The Mira Hong Kong is repositioned as upscale-cum-lifestyle hotel that offers world class facilities, including the exquisite suites with garden view, state-of-the-art event spaces, a 21st century metropolitan spa and award-winning restaurants. The Group has embraced its commitment fully to transform its flagship hotel to create a blue print for high value target market of regional and international “experiential achievers”, travellers who long for taste, contemporary and stylish living, design-driven, travel enthusiasts.

The Group has launched a stylishly designed new website for The Mira Hong Kong to encourage direct online bookings, which provides an introductory platform to all the new facilities and a forum to interact with guest comments and enquiries, so as to reinforce the up-market travel sector. To further strengthen the room sales and brand awareness of the Group, new representative offices for the hotel business have been established in major cities of the Mainland China, the United States and Australia.

Two new restaurants have been unveiled at The Mira Hong Kong: a branch of the award-winning Cuisine Cuisine, which offered upscale Cantonese dining, and a contemporary European restaurant Whisk, masterminded by award-winning chef Justin Quek. MiraSpa, a 21st century metropolitan spa with 18000 square feet, combining contemporary, Western design, with stylish, warming touches that deliver a sense of wellbeing and subtle stimulation, will also be launched soon.

With the proactive and positive reviews from the public and encouraging media recognition, The Mira Hong Kong has won the Travel Weekly China’s “Best New Business Hotel” Award from the Travel and Meeting Industry for 2009. Yamm, The Mira Hong Kong’s Japanese-infused international all day buffet restaurant, has been prestigiously honoured as one of *Hong Kong Best Restaurants 2009* by *Hong Kong Tatler*, Number One Buffet Restaurant Hong Kong 2009 by *Weekend Weekly*, Best Buffet Restaurant in Hong Kong 2009 by *Openrice.com*, and Best New Restaurant, Best Dinner Buffet in Town and U Favourite Food by *U Magazine*, a subsidiary of *Hong Kong Economic Times*. Also, the chic coffee and chocolate lounge, COCO, has been listed in The List’s “THE LIST 100 Hong Kong Exceptional Shops and Service 2009”.

The hotel makeover during the period under review as well as the global financial crisis coupled with pandemic influenza resulted in a significant but temporary drop in capacity at the hotel, and this is reflected in the operating results for this sector. In the medium term, however, the Group expects to see a boost in revenue as a result of its investment. Specifically, the Group will continue to build a strong customer base in both MICE and corporate segments and promote aggressively on the wedding banquet and catering business.

Property Rental Business

The Group's property rental business performed satisfactorily during the period under review with a slight increase in contributions to the Group's profits. The Group was able to renew a considerable number of its retail and office leases with its tenants. These leases would enable to contribute consistent returns to the Group over the next few years.

Food and Beverage Operations

Generally, conditions have been challenging over recent months in the food and beverage industry, particularly at the high-end operations where the Group mostly operates. Tightening corporate entertainment budget and lower customer consumption confidence have affected the food and beverage operations, resulting a loss in the period under review.

To face these challenges and maintain its niche in a demanding marketplace, the Group focused in the period under review on revitalising its food and beverages operations. The Group has closed Lumiere and transformed it into a contemporary French restaurant, The French Window, which just soft opened in December, offering a French gastronomic adventure with astounding dining concept at the prestigious ifc mall. Yunyan Szechuan Restaurant and Central Tsui Hang Village Restaurant will also be renovated in the first quarter of 2010. The Group is optimistic that the new restaurant will become a talk of the town among discerning diners, together with the two impending renovated restaurants, it is confident that the revitalisation exercise will provide the Group with encouraging returns. The Group is always active in looking for new food and beverages opportunities in Mainland China and has planned to open a Chinese restaurant in Beijing by mid 2010.

Two of the Group's leading restaurant brands, Cuisine Cuisine and Yunyan Szechuan Restaurant, have received encouraging recognition, with Yunyan winning the "Gold with Distinction" in the "Dim Sum" category of "Best of the Best Culinary Awards 2009", while Cuisine Cuisine has been recognized by Darizi magazine as "2009 / 2010 Best Wedding Venue".

Travel Business

The Group's travel business continued to expand to regional and global travel packages, developing new markets and building new relationships that enabled it to offer customers more up-market and extraordinary destinations. Together with the revitalisation of the Group's brand, the development has not only given customers a much wider range of travel options, it has also led to increasing margins on package tours and a significant enhancement to turnover from this sector.

**Miramar Hotel and
Investment Company, Limited**

15/F Miramar Tower
132 Nathan Road
Tsim Sha Tsui, Kowloon, Hong Kong
T 852 2315 5555
F 852 2722 5555
www.miramar-group.com

Member of Henderson Land Group

About Miramar Hotel and Investment Company Limited

Incorporated in 1957 and listed on the Hong Kong Stock Exchange since 1970, Miramar Hotel and Investment Company, Limited is a holding company whose subsidiaries are engaged in core businesses including property investment, property development and sales, hotel ownership and management, food and beverage and travel operations.

To download the entire announcement of the Group's Annual Results, please visit this link:
<http://www.irasia.com/listco/hk/miramar/index.htm>

--- End---

For further information, please contact:

Andrea Leung, Director of Group Marketing

Miramar Hotel and Investment Company Limited

direct: +852 2315 5488 mobile: +852 9687 4080

fax: +852 2311 2466

email: andrea.leung@miramar-group.com

Cecilia Wong, Communications Manager

Miramar Hotel and Investment Company Limited

direct: +852 2315 5587 mobile: +852 9755 6297

fax: +852 2316 7320

email: cecilia.wong@miramar-group.com