



News Release

Leading Hotels and GHM Announce Groundbreaking Program for “*Unlimited*” Leaders Club Members

*Securing a Stay at the World’s Most Exclusive Hotels and Resorts Just Got Easier with
GHM’s Guaranteed Availability Program*

NEW YORK, NY (March 11, 2010) – Building on the privileges now available to members of its guest loyalty program ‘Leaders Club’, The Leading Hotels of the World (LHW) has forged a new partnership with Asian-based luxury hotel operator GHM [General Hotels Management] whereby *Unlimited* level Leaders Club members are guaranteed a room, at any time, at GHM’s eight properties within the LHW collection.

This added benefit not only underlines GHM’s commitment to providing the most personalized attention to this audience of discerning individuals, but reinforces the value and sheer convenience of being a Leaders Club *Unlimited* member.

In addition to allowing a member to secure a room during peak, sold-out periods – such as a last-minute New Year’s Eve stay – *Unlimited* guests will receive a welcome bottle of champagne upon arrival.

The Guaranteed Availability benefit to *Unlimited* Leaders Club is currently available at the following GHM hotels and resorts:

- The Setai, Miami, U.S.
- The Nam Hai, Hoi An, Vietnam
- The Datai, Langkawi, Malaysia
- The Strand, Yangon, Myanmar
- The Legian, Bali, Indonesia
- The Chedi Club at Tanah Gajah, Ubud, Bali, Indonesia
- The Chedi Chiang Mai, Thailand
- The Chedi Muscat, Oman

GHM is a market leader in conceptualising, developing and operating a unique collection of exclusive and stylish hotels and resorts in Asia and worldwide, each distinguished by their breathtaking Asian-inspired contemporary design. The company currently operates a portfolio of 15 properties of which 8 are members of the LHW Collection.

Commenting on this new program, Mr Hans Jenni Director and President for GHM said, “LHW’s *Unlimited* Leaders Club members are among our most valued guests and we share a commitment to providing them with the ultimate travel experience, from unique design, supreme comfort and service, to the luxury of last minute travel guaranteed to suit their time-pressed lifestyles.”

For more information about Leaders Club or for reservations, visit www.lhw.com or call 800.650.CLUB(.2582).

About The Leading Hotels of the World, Ltd.

The Leading Hotels of the World, Ltd. is the prestigious luxury hospitality organization representing more than 450 of the world's finest hotels, resorts and spas, and is the operator of www.lhw.com and www.lhwspas.com – the online sources for your luxury lifestyle. As the largest international luxury hotel brand, the firm maintains offices in 22 major markets across the globe.

Since 1928, the company's reputation for excellence derives from the exacting levels of quality it demands of its members, each of which must pass a rigorous, anonymous inspection covering hundreds of meticulous criteria spanning from product to behavioral standards. This set of standards is the most stringent in the industry.

For reservations and information, visit www.lhw.com or telephone toll-free from the USA, Canada, Puerto Rico and the US Virgin Islands, (800) 223-6800.

About GHM

Established in 1992, General Hotel Management Ltd (GHM) is a market leader in conceptualising, developing and operating an exclusive group of hotels and resorts worldwide. With an expansive portfolio and several more in the pipeline, GHM prides itself in providing guests with a distinctive lifestyle experience that is unrivalled. Each GHM hotel or resort is one of a kind, possessing distinctive concepts and design elements. The signature GHM style is best defined as Asian-inspired designs with delicate details.

GHM's portfolio of properties comprises The Setai, The Datai, The Legian, The Club at The Legian, The Nam Hai, The Strand, The Chedi Club at Tanah Gajah – Ubud, The Chedi - Muscat and The Chedi - Chiang Mai.

GHM properties currently under development include the following hotels and resorts worldwide:

- The Nizuc in Riviera Maya, Mexico
- The Ananti Club, Seoul
- The Malkai, Barka, Oman
- The Chedi, Cairo
- The Chedi, Jordan
- The Chedi, Andermatt, Switzerland
- The Chedi, Kilada Hills, Greece
- The Chedi, Thracian Cliffs, Cape Kaliakra, Bulgaria
- The Chedi, Tamouda Bay, Morocco
- The Chedi, Taiping Lake, China
- The Chedi, Suzhou, China
- The Chedi Club & Residences, Kuala Lumpur

The Company provides a full range of hotel management services. For more information about the company, please visit www.ghmhotels.com

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