

FOR IMMEDIATE RELEASE

BestHotelOnline.com Signs Agreement with Gloria Hotels & Resort

HONG KONG, HK, (SEPTEMBER 20, 2010) — BestHotelOnline (www.besthotelonline.com), a fast-growing online hotel booking company, today announced it has signed its first Chinese hotel partner with Gloria Hotels and Resorts, one of the largest hotel group in China. Under this agreement, all properties under Gloria's brands, including Gloria Grand Hotels, Gloria Plaza Hotels, Gloria Inns, Gloria Resorts and E-Inn will be available for booking on BestHotelOnline branded sites.

Gloria Hotels and Resorts (www.gloriahotels.com) operates a variety of properties, ranging from budget business hotels to luxurious resorts located in key Chinese cities such as Beijing, Shanghai, Suzhou and Sanya. Pursuing its goal of building a network of international standard hotels across China, the group is focusing on accelerating its hotel projects in Beijing, Shanghai, Sanya, Inner Mongolia, Wuxi, Changsha, Jishou Hunan, Chongqing, Duyun Guizhou, Lushan jiangxi. Its brand new budget business hotel brand "E-Inn" and boutique brand "Merlin" will also be introduced in the market with the key objective to cater for today's branding needs.

Partnering with BestHotelOnline supports Gloria's expansion efforts by making Gloria's properties easily accessible by global travelers who book hotels on BestHotelOnline. A hotel brand page is specially designed to boost brand recognition for Gloria Hotels & Resorts. The brand page showcases Gloria's properties in all destinations. By selecting a particular theme or a destination, visitors can easily find a hotel package or special offer which suits their budget and needs.

"China is a fast-growing travel destination. This first contract with a China hotel group is a significant signpost for BestHotelOnline as our continued growth strategy in bringing more hotel choices to our visitors. We are honored to work with Gloria Hotel's & Resorts to distribute its properties and assist them in expanding the reach of their properties via BestHotelOnline's network sites. They have real-time control over rates and inventory using our hotel management platform and can enjoy great flexibility in offering vast variety of promotions during low seasons and maximizing revenue during high-demand periods. Commented Stella Ng, Market Manager for BestHotelOnline.

About Gloria Hotels and Resort

Gloria Hotels & Resorts is a hotel development and management company founded in 1992. It is now one of the largest hotel groups in the P. R. China. Like a valued collection of gems treasured by an avid collector, hotels managed by Gloria Hotels & Resorts in China feature fine qualities such as choice locations, comfortable accommodation and superb facilities. Gloria Grand Hotels in Haikou and Nanchang; Gloria Plaza Hotels are sited in business cities such as Shanghai, Suzhou, Dalian, Shenyang, Xi'an and Wanzhou-Chongqing, while Gloria Inns serve cost-conscious travelers well in Qinhuangdao. And for the ultimate holiday or incentive getaway in China, Sanya (Hainan) offers a choice of the Gloria Resort or Cactus Resort, the Gloria Holiday Villas at Qinhuangdao and Dragon Spring Hotel at Mentougou District, Beijing. Gloria Hotels & Resorts is dedicated to the detailed art of hosting in China, offering all travelers in China a warm welcome.

For more information, please visit: <http://www.besthotelonline.com/brandhotels/gloriainternational.html>

About BestHotelOnline.com

BestHotelOnline.com is an online hotel booking website offering travelers a choice of over 20,000 hotels around the world, covering over 120 countries and 3,100 cities.

We help travelers unlock the best hotel rate and source the best deal in their preferred destination. We provide travelers a state-of-the-art booking platform, including a mobile web, and fulfill their needs efficiently and effectively through delivering personalized and flexible services to our customers.

For more information, please visit: www.besthotelonline.com or contact:

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