

PRESS RELEASE

(For immediate release)

6 July 2009



NEW GROUP DIRECTOR OF SALES AND E-COMMERCE FOR SWISS-BELHOTEL INTERNATIONAL

Swiss-Belhotel International has recently announced the appointment of Mr. David Lusteaux as the Group Director of Sales and e-commerce effective July 6, 2009.

French national Lusteaux has more than ten years international experience in sales, marketing, and management which he gained from various hospitality appointments in Indonesia and the United States with particular focus on e-commerce.

His two most recent assignments were as Director of Sales and Marketing for Sultan Hotel Jakarta and an eight year management stint for Hilton Hotels Corporation under Hilton Grand Vacations.

Lusteaux finished a Bachelor of Science with a Major in Mathematics at the University of Paris, and completed a Bachelor of Science in Business Administration with a Major in Marketing and Management Information Systems at the University of Central Florida.

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“Mr. Lusteaux will be an important executive of Swiss-Belhotel International. He brings with him substantial knowledge of the industry and his expertise in E-Marketing will be of great value to the rapid growth and strong positioning of the Swiss-Belhotel International group.”

About Swiss-Belhotel International

Swiss-Belhotel International is a rapidly expanding management company. Headquartered in Hong Kong (SAR), it manages hotels in Asia and the Middle East including **CHINA**: *Changchun, Hefei, Wuhan (2 hotels)* • **VIETNAM**: *Halong Bay, Hanoi, Hoi An, Danang (2009), Bien Hoa (2010)* • **PHILIPPINES**: *Pasig City, Metro Manila, Quezon City (2009), Cagayan de Oro (2010), Makati (2011)* • **MALAYSIA**: *Selangor (2009), Kuantan (2010), Kota Kinabalu (2010), Kuala Lumpur (2011)* • **INDONESIA**: *Medan, Batam (2 hotels), Jakarta (1 operating hotel, 1 hotel will open in 2009), Bogor (2011), Bandung, Semarang, Surabaya, Banjarmasin, Samarinda, Balikpapan (2010), Palangka Raya (2010), Tarakan, Bali (2 operating hotels, 1 hotel will open in 2010), Manado, Palu, Kendari (2009), Ambon (2009), Manokwari, Jayapura* • **AUSTRALIA**: *Sydney* • **JORDAN**: *Dead Sea (2010)* • **OMAN**: *Sohar, Masirah Island* • **QATAR**: *Doha* • **SAUDI ARABIA**: *Sharma (2010)* • **UNITED ARAB EMIRATES**: *Dubai (2009), Sharjah (2011)* • **YEMEN**: *Sana'a (2010)*

Note Information on existing operations and opening hotels is subject to change without prior notice – visit www.swiss-belhotel.com for the details.

Swiss-Belhotel International

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