



HOSPITALITY MARKETING CONCEPTS

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HMC SIGNS AWARD-WINNING HOTELS NEIGHBOUR TO WORLD'S TALLEST BUILDING

NEWPORT BEACH, CALIFORNIA – February 26, 2008 – HMC (Hospitality Marketing Concepts), the leading solution provider of loyalty membership programs, will be launching a private-label loyalty programme for two award-winning Southern Sun properties in Dubai.

Qamardeen and Al Manzil are two exclusive business hotels in Dubai's new business district - Downtown Dubai. Designed with modern Arabic influences Qamardeen and Al Manzil are nestled amongst Burj Dubai, the world's tallest building; the Dubai Mall, the world's largest shopping mall and Souk Al Baher.

The Hotel's team strives to provide guests with only the best as recently confirmed with the crowning of Executive Chef Bernd Geiger, as "2007 Chef of the Year" at the Hotelier Middle East Awards. "The Conservatory restaurant in Al Manzil offers a wide selection of Mediterranean, Eurasian and tapas dishes, whereas Esca restaurant in Qamardeen is authentically Italian for dinner," Mr Richard Weilers Managing Director, Southern Sun Middle East said. Both Hotels have their own distinct style and Chef Geiger's ability to design menus for different cuisines is absolutely tremendous."

Shareeq Members Club is a regional loyalty programme for Southern Sun Hotels. Members enjoy member-only room rates, room upgrades, special offers, and a long list of additional benefits at both Qamardeen and Al Manzil Hotels. The 12-month membership also provides members with unlimited complimentary dining at any of the participating hotel restaurants when accompanied by one or more paying guests. Additional Southern Sun properties will also join the network as the group expands within the Middle East region.

"Downtown Dubai is attracting global attention as Dubai's new business district, and our hotels are situated in the midst of this new development," says John de Canha, Operations Director for Southern Sun Hotels, Middle East. "With our award-winning cuisine, HMC's extensive experience and international network, we are looking to establish a strong local customer base as well as tap into the worldwide ClubHotel network. We spent a lot of time researching options and believe that HMC's systems, CRM technology, and the fact that they offer a cost-effective solution; will allow us to grow, manage and market to our customer base."

"The development of Downtown Dubai is truly a global phenomenon, and we are excited to welcome Qamardeen Hotel and Al Manzil Hotel to our network," said Marwan Ramadan, President EMEA for Hospitality Marketing Concepts. "Over the past eighteen years, HMC has helped over 5,000 upscale hotels and hotel groups around the world grow and develop their customer base leveraging our global network. Our continued commitment to customer service and technology development are what set HMC apart and make our network successful."

ABOUT HMC

Headquartered in Newport Beach, Southern California, HMC is the leading provider of travel industry paid consumer membership and database management programs. HMC provides services to more than 1,000 full-service hotels worldwide. A selection of clients includes InterContinental, Le Meridien, Starwood, Ritz, Shangri-La, Mandarin Oriental, HUSA, Orbis, Raffles and Swissotel. HMC is a global company with offices in more than 50 countries including Italy, France, Germany, Spain, Poland, Portugal, Australia, Singapore, Hong Kong, China, UAE, Egypt, Venezuela, Brazil, Canada, United Kingdom and United States. More information about HMC may be found on the company's website <http://hmc.clubhotel.com> or by contacting Peter Gorla, Vice President of Marketing at 949-833-8000 Ext. 218 or via email at gorlap@clubhotel.com.