

NEWS RELEASE

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**NEW WORLD HOTELS & RESORTS LAUNCHES
ALLIANCE WITH ASIA MILES**



In keeping with its rapid development and growing reach, New World Hotels & Resorts has launched a strategic partnership with Asia Miles. Asia Miles members can now receive attractive benefits at deluxe New World Hotels properties in Hong Kong, Beijing, Shanghai, Dalian, Wuhan, Guiyang, Ho Chi Minh City and two locations in Manila. Further, in the next several years, Asia Miles members will also be able to secure special rewards at 10 new New World Hotels & Resorts properties opening in Thailand and Indonesia as well as two in Malaysia and six in mainland China.

“New World Hotels & Resorts and Asia Miles is a perfect marriage, given our expansion, the breadth of geographic coverage by Asia Miles airline partners, our customer databases and our mutual goal to deliver superlative service to the Asia traveller,” says May Pendraat Kredner, vice president – sales & marketing, Rosewood Hotel Group, parent company of New World Hotels & Resorts. “By initiating this partnership, we are setting the stage for long-term growth.”

Asia Miles members can now earn 500 miles by booking a minimum of two-night stay at New World Hotels & Resorts at the best available rates through newworldhotels.com or contacting individual hotels directly. For hotel stays completed by 29 February 2016, travellers will get double and triple miles for two and three consecutive nights accommodation respectively.

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About New World Hotels & Resorts

New World Hotels & Resorts includes deluxe properties in Hong Kong, Beijing, Dalian, Guiyang, Shanghai, Wuhan, Ho Chi Minh City, with two in Manila and an affiliated hotel in Shunde. The hotels offer a full range of relevant amenities and services, including multiple restaurants, business services, extensive meeting facilities, Residence Club executive floors and recreational options. New World Hotels & Resorts targets 30 hotels in operation by 2020. For further information or reservations, please contact your travel professional, visit newworldhotels.com or follow the group's [Facebook page](#) for the latest news.

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