

Rendezvous Expands Partnership With Choice Hotels Australasia

30 July 2008

Rendezvous Hotels & Resorts International (Rendezvous) has announced the expansion of its current partnership with **Choice Hotels Australasia** (Choice). Rendezvous will more than double the number of its hotels aligned with the Choice Clarion Collection brand, growing from five in 2003 to 11 by the end of 2008.

Rendezvous and Choice have enjoyed a strong partnership for nearly five years. The expanded arrangement is a strategic move in line with Rendezvous' strong expansion program, which will see the group operating 19 hotels in six countries by the end of 2009.

The new partnership will include the following hotels in Australia and New Zealand:

- Rendezvous Allegra Hotel Adelaide
- Rendezvous Hotel Brisbane
- Rendezvous Sanctuary Resort Broome
- Rendezvous Observation City Hotel Perth
- Rendezvous Reef Resort Port Douglas
- Rendezvous Stafford Hotel Sydney
- Rendezvous Hotel Auckland
- Rendezvous Hotel Christchurch
- The Marque Hotel Brisbane
- The Marque Hotel Perth
- The Marque Hotel Sydney

Their association with Choice provides Rendezvous with a far reaching distribution channel network, through global connections, consortia partnerships and the extension of their own sales team with the Choice Sales team of 12 based around Australia, New Zealand and London. Choice provides additional significant benefits for Rendezvous including key account sales management, professional call centre reservations and exposure through Choice's global marketing initiatives including website, directory and the Choice Privileges loyalty program.

Rendezvous Chief Executive, Alan Featherby comments, "This is truly a win/win situation for both of us. I am very impressed by the commitment and professionalism of the Choice team and we see great synergy between our two groups. Their delivery to date has been excellent. David and his team have been very proactive in driving business into our hotels."

David Bayes, Managing Director Choice Hotels Australasia, said that he's very excited about the Rendezvous decision to expand their association with Choice Hotels. "Rendezvous are a dynamic, professional hotel company and their aggressive growth of quality properties is a credit to their management and staff." Bayes says that Rendezvous' strong Australasian inventory and outstanding execution, combined with the Choice Clarion Collection global marketing strength and field presence, is a perfect fit for both companies. Bayes highlighted the growing Rendezvous presence and believes the expanded Rendezvous / Clarion Collection portfolio provides an outstanding solution to both the corporate and leisure sectors.

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Page 2 of 2

Rendezvous Hotels International Pte Ltd is part of the Singapore listed company, The Straits Trading Company Limited. The Rendezvous Hotels & Resorts International group operates a total of 19 hotels existing or under construction in the Asia-Pacific region:

- *Rendezvous Observation City Hotel Perth*
- *Rendezvous Sanctuary Resort Cable Beach Broome*
- *Rendezvous Allegra Hotel Adelaide*
- *Rendezvous Hotel Melbourne*
- *Rendezvous Stafford Hotel Sydney*
- *Rendezvous Hotel Brisbane*
- *Rendezvous Reef Resort Port Douglas*
- *Rendezvous Hotel Singapore*
- *Rendezvous Merry Hotel Shanghai*
- *Rendezvous Hotel Auckland*
- *Rendezvous Hotel Christchurch (opening 2008)*
- *Rendezvous Hotel Kuala Lumpur (opening 2009)*
- *The Marque Hotel Brisbane*
- *The Marque Hotel Sydney*
- *The Marque Hotel Canberra*
- *The Marque Hotel Perth*
- *The Marque Hotel Guilin (opening 2008)*
- *The Marque Hotel Fujairah (opening 2009)*
- *The Marque Hotel Yu Garden Shanghai (opening 2009)*

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