



PRESS RELEASE

Global Hotel Alliance
Boulevard du Pont d'Arve
1205 Geneva, Switzerland
www.globalhotelalliance.com

Global Hotel Alliance launches its first four airline partnerships

Geneva, May 01, 2008: Global Hotel Alliance is proud to announce four new global airline partnerships.

Emirates Skywards, Etihad Guest, Jet Airways JetPrivilege and Singapore Airlines KrisFlyer members can now all earn 500 Miles per eligible stay across all participating Global Hotel Alliance hotels.

"Global Hotel Alliance is thrilled to be a partner in these great frequent flyer programmes" says Chris Hartley, CEO of Global Hotel Alliance. "Through such strategic partnerships, Global Hotel Alliance aims to enhance global brand awareness for its Member Brands and build relationships with frequent travellers by enabling them to earn their preferred airline currency at all of our hotels."

Global Hotel Alliance is about offering greater choice and enhanced recognition to customers in a growing collection of hotels, managed by individual, regional brands, which are valued in their home markets for reflecting and local traditions, lifestyle and culture through their hotels' products and services.

Global Hotel Alliance aims to launch several more global partnerships throughout 2008, extending the choice of rewards available to their valued customers.

PAGE2/ GLOBAL HOTEL ALLIANCE LAUNCHES FOUR NEW AIRLINE PARTNERSHIPS

About Global Hotel Alliance

Global Hotel Alliance is the world largest alliance of independent hotel brands. It uses a common technology platform to drive incremental revenues and create cost savings for its members, while offering enhanced recognition and service to customers across all brands. GHA currently comprises Anantara, Cham, Dusit, Kempinski, Landis, Leela, Marco Polo, Omni and Pan Pacific, encompassing 163 upscale and luxury hotels with over 52,000 rooms in 126 cities and across 42 different countries.

www.globalhotelalliance.com

For further information, please contact:

Stephanie Buchholz

Global Hotel Alliance, Geneva

Tel: +41 22 596 4462

Email: stephanie.buchholz@globalhotelalliance.com

-end-