



PRESS RELEASE

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

Global Hotel Alliance becomes a partner of Singapore Airlines KrisFlyer

Geneva, May 01, 2008: Global Hotel Alliance is proud to announce a new global airline partnership. Effective today, Singapore Airlines KrisFlyer members can now earn 500 KrisFlyer miles per eligible stay across all participating Global Hotel Alliance hotels.

"Singapore Airlines is one of the world's most respected travel brands with award winning in-flight customer service." says Chris Hartley, CEO of Global Hotel Alliance. "Global Hotel Alliance hotels aim to emulate the service levels expected by KrisFlyer members in the air, across our hotels on the ground and we look forward to welcoming them to stay with us."

About Global Hotel Alliance

Global Hotel Alliance is the world's 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 of 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

About Singapore Airlines

Singapore Airlines is the world's most awarded carrier, renowned the world over for its attentive service and superior cabin product. The Airline also has one of the youngest fleet in the world, and is the first and currently only carrier to operate the A380, the world's largest passenger aircraft.

PAGE2/GLOBAL HOTEL ALLIANCE BECOMES A PARTNER OF SINGAPORE AIRLINES KRISFLYER

Singapore Airlines alone operates 726 weekly flights to 66 destinations in 36 countries. Including codeshare services with Star Alliance and partner airlines, the Airlines' global route network spans 149 destinations in 46 countries.

KrisFlyer is the frequent flyer program of Singapore Airlines. KrisFlyer has over 90 world-class partners globally. KrisFlyer members can redeem miles for free travel or flight upgrades on Singapore Airlines, SilkAir and other airline partners, which include Star Alliance, the world's largest airline network. Enrolment is free and online redemption of miles will save 15% on the usual miles required for travel.

Visit singaporeair.com for more information.

For further information, please contact:

Stephanie Buchholz

Global Hotel Alliance, Geneva

Tel: +41 22 596 4462

Email: stephanie.buchholz@globalhotelalliance.com

-end-