

Press Release – FOR IMMEDIATE RELEASE

It's Family Time! Family Weekend Staycations at EAST, Beijing

Beijing, 13 December 2018 - EAST, Beijing is thrilled to launch EAST Family Weekend Staycations package for families this winter – the perfect getaway for the busy urban family looking to relax, pamper themselves and share some quality time in the heart of Beijing.

Families who book the EAST Family Time package will enjoy a stay in one of EAST's spacious EAST Studio rooms, elevated by original welcome amenities bursting with colourful sweets and a delicious puzzle, an in-room tent and extra bed with toys for the little one, kid sized bathing robe and slippers, a goodie bag filled with custom EAST souvenirs – including Beijing themed colouring books, coloured pencils, EAST Dinosaur stickers, EAST postcards for some fun activities to enjoy as a family – and delicious benefits in our restaurants.

Families can spread out and enjoy quality time in one of EAST's spacious EAST Studios boasting 70 square meters of floor space. Available on every floor and including additional benefits like premium linens as well as king-sized beds, bathroom amenities by Australian-designed skin and hair care brand, Appelles, complimentary Wi-Fi, Bose mini speaker, and complimentary Nespresso coffee machine, the EAST studio is truly a deluxe family hang out.

Breathe easy and enjoy a lie in and a snack from the complimentary minibar or head to the pool for an early dip before digging into our famous weekend brunch at Feast (Food by EAST). The original weekend destination, Feast (Food by EAST) offers an unlimited selection of salads, imported cheese, pasta, seafood, fresh vegetables, dim sum, noodles, bread, fruit and fine desserts, alongside cooked to order classics and more. Soft drinks, coffee, tea, beer, house wine are all included for RMB298*. We prepare special nutritious diets for little guests, kids 6 and under eat free, and kids 7 to 12 are half price. They can also enjoy the happy time in Kids' Corner with a huge assortment of play sets, picture books, Legos, play cars, train sets, toys with popular cartoons and the latest kid's movies screening.

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Make the most of EAST, Beijing's family friendly facilities. Located on the 4/F, and right next to the fitness centre, EAST's 16m heated indoor swimming pool overlooks Beijing's thriving city streets, offering you a relaxing oasis in the midst of the hustle and bustle of the city, perfect for beginner swimmers or families looking for a relaxing spot to cool off.

Families will love optional activities like a Little Chef's cooking class at Domain, featuring a seasonal monthly themed class, or explore the galleries and studios of the neighboring 798 Art District, conveniently located 10 minutes from EAST, Beijing. You don't need to *go* away to *get* away, treat the whole family to a weekend at EAST!

EAST Family Weekend Staycation Packages includes:

EAST Studio room from RMB 2,288 net per room per night, including 2 adults and 1 child under 12 years old.

Rate is inclusive of:

- Complimentary extra bed and tent
- Daily breakfast at Feast (Food by EAST)
- Kids' special amenities including bath products, bathrobe, slippers and customized welcome gifts
- Enjoy Beast (Body by EAST) gym and swimming pool
- 20% off on dining in our restaurants and bar (excluding in-room dining)
- Complimentary mini bar
- Late check out until 16:00 (subject to availability)

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Swire Properties Hotel Management Limited



Kid tent



EAST, Beijing Studio Room



Feast (Food by EAST)



Beast (Body by EAST)



Kids' Corner in Feast (Food by EAST)



Kids Welcome Amenities

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About EAST, Beijing

EAST, Beijing is a lifestyle business hotel located at INDIGO – a new retail-led mixed-use project by Swire Properties between the 4th and 5th Ring Roads in Jianguo Road, Chaoyang District. The 369-room hotel is designed to provide a refreshing and contemporary approach to the business hotel experience. A high-tech environment featuring a paperless check-in and out experience and a one-stop front-desk Guest Experience service team mean that life at EAST is efficient and business ready. With 2 restaurants and a bar, a fully equipped gym, an indoor swimming pool, plus The Workshop for meetings and events, makes this truly a 'business hotel with a life'. The hotel is just 15 minutes from the airport, the CBD, and national exhibition venues. Beijing South Railway Station (with fast connections to Tianjin and Shanghai) is 30 minutes by car.

EAST, Beijing is Swire Hotels' fourth hotel in Asia and the second from the EAST brand, following the successful opening of EAST, Hong Kong.

For more information, please visit: <https://www.east-beijing.com/en/>

About Swire Hotels and Swire Restaurants

Swire Hotels has been created to manage soulfully individual hotels in Hong Kong, Mainland China and the USA, providing a characterful experience for well travelled individually minded travelers who seek originality, style and personalized service. We create distinctive hotels with a sense of place that break with convention.

The company's first hotel, The Opposite House in Beijing, opened in 2008 and was followed by The Upper House, Hong Kong, and then by EAST, Hong Kong, EAST, Beijing, The Temple House, Chengdu and EAST, Miami. The Middle House in Shanghai, our latest addition, opened in April 2018.

A restaurant division was set up in 2013 to manage the company's stand-alone restaurant operations. Our first restaurant Plat du Jour opened in November 2013 followed by Public and Ground Public in Quarry Bay. The Continental in Pacific Place opened in October 2014 and Mr & Mrs Fox in 2015, followed by the second Plat du Jour opened in Pacific Place in 2016. Our latest addition, Republic, a sub-brand of Public opened in Taikoo Place in December 2017.

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Swire Properties Hotel Management Limited

About INDIGO

INDIGO, situated south of Jiangtai Road and east of Jiuxianqiao Road in Chaoyang District, Beijing, is a retail-led mixed-use project with a total site area of approximately 59,000 sqm (approximately 631,000 sq ft), and a total gross floor area of approximately 176,000 sqm (over 1,890,000 sq ft), excluding car park. It consists of a trendsetting shopping mall, a 25-storey Grade A office tower - ONE INDIGO, a lifestyle business hotel with 369 rooms and suites - EAST, Beijing, and an over 17-hectare open park. INDIGO mall and ONE INDIGO have been awarded Leadership in Energy and Environmental Design (LEED) Gold and Platinum pre-certified ratings from the U.S. Green Building Council respectively.

ONE INDIGO and INDIGO mall have started operation.

INDIGO is a joint venture between Swire Properties and Sino-Ocean Land. For more information, please visit www.indigobeijing.com.

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