

For Immediate Release

The Mira Hong Kong Celebrates its 1st Anniversary in Characteristic Style at Vibes

18 September 2010, Hong Kong: The Mira Hong Kong threw another party to remember to celebrate its 1st anniversary in style at Vibes on the 5th, the spectacular al fresco garden lounge bar. Inviting friends from the media, socialites and longstanding fans of the award-winning property, surprises included unveiling a handmade menu of modern French gastro delights from WHISK's new Chef de Cuisine, William Girard. Flowing from a giant "1" ice sculpture were cocktails from the brand new Vibes menu.

"We have been keeping busy in the year since our launch with a series of activities set to put The Mira Hong Kong not just on the city's gastronomic map, but on its retail map, too" said General Manager, Martin Chung. "On the first and second floors of The Mira Hong Kong and in our basement, we will soon be completing a retail overhaul that looks set to add over 60 new restaurants, bars and retail outlets to the hotel's award-winning portfolio. We are confident that The Mira Hong Kong will become an even more hip, happening, and upscale hub for the city's discerning shoppers and restaurant goers."

Over 300 guests watched a series of pyrotechnic shows featuring Steffi, dancers painted with The Mira Hong Kong's signature colour palette, and talented musicians, including resident DJ Desi and Parisian DJ Lucas Luraka, who rounded off a milestone 1st birthday event with the city's glitterati in tow.

About The Mira Hong Kong

"Mira" signifies a giant, red star in the constellation of Cetus. It means "foresight" in Spanish and "perfection, peaceful and prosperous" in Latin. In its first year of operation, The Mira Hong Kong is living up to its name as it soars to award-winning heights. Centrally located on Nathan Road in Tsimshatsui, The Mira Hong Kong is situated in the heart of Hong Kong's commercial, shopping, dining and entertainment district. Located close to the local Mass Transit Railway (MTR), railway stations and the Star Ferry, the hotel connects easily to all parts of Hong Kong. Adjacent to The Mira Hong Kong are a retail promenade of branded boutiques, large-scale shopping malls, bargain outlets and upscale eateries.

Six unique dining concepts include Modern French cuisine with an Asian twist, served in a relaxed, refined setting at WHISK; an upscale, modern Chinese eatery offering the finest Cantonese and Chinese delicacies, with a unique contemporary twist at Cuisine Cuisine at The Mira; an international kitchen offering a varied array of global and pan-Asian cuisines at Yamm; signature cakes and barista coffees at café patisserie COCO; and cocktails at Room One. The ultimate al fresco experience can be found at Vibes, the al fresco lounge bar.

MiraSpa is an award-winning 21st century metropolitan spa combining contemporary design with stylish, warming touches that delivers a sense of wellbeing and subtle stimulation. Treatments incorporate innovative technology to yield maximum results, via exclusive product ranges.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels, Kiwi Collection, Minimo Hotels and The Chic Collection.

www.themirahotel.com

For media enquiries please contact:

Olivia Toth

Director of Communications | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5329 (direct) | Fax +852 2369 0972
olivia.toth@themirahotel.com

Peggy Cheng

Assistant Public Relations Manager | The Mira Hong Kong
118 Nathan Road | Tsimshatsui | Kowloon | Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5456 (direct) | Fax +852 2369 0972
peggy.cheng@themirahotel.com



The Mira Hong Kong 1st Anniversary Party at Vibes



Dancers painted with The Mira Hong Kong's signature colour palette