

For Immediate Release

Hotel LKF by Rhombus Wins a Prestigious Asia Pacific Hotel Award 2011

(Hong Kong, June 3, 2011) – **Hotel LKF by Rhombus** is honoured to have another feather in its armour at an inaugural Asia Pacific Hotel Awards 2011, in association with Bloomberg Television. A high profile gala award presentation was held in Shanghai on May 31, 2011, where **Hotel LKF by Rhombus** was presented with the '5 Stars Best Hotel Hong Kong' award in the category of '**Best Hotel**'. The award categories celebrate the cream of Asia Pacific Hospitality and Tourism industry, and are designed to raise the profile of the county's high performing tourism providers covering the entire range of hotel disciplines.

The event is part of the International Property Awards which have been established for 17 years and its award winners' logo is recognised as a symbol of excellence throughout the global industry. The organisers decided to launch a specific programme for the hospitality industry this year due to an increasing number of entries within its commercial categories. Demand for inclusion has been so great that each category was soon full of the required number of entrants. The judges also report that the quality of submissions had been extremely high, giving them a difficult task in selecting the winners.

Later this year, the highest scoring winners from the Asia Pacific Hotel Awards will compete against other winning companies across continents from Europe, Africa, the Americas and the Arabian Peninsula to find the ultimate World's Best in each category.

Mr. Calvin Mak, Founder & CEO of Rhombus International Hotels Group said of the award, "We are extremely proud of receiving the accolade to add to our existing awards for **Hotel LKF by Rhombus**. Even more importantly, we are delighted to be recognised by such a prestigious panel of judges from the industry and it is gratifying that our team's hard work is rewarded. This again proves that our Rhombus philosophy is about service from the heart and we can only achieve it with ONE TEAM, ONE GOAL. Our team is always ready to serve and pamper all international guests by extending our Rhombus hospitality."

With the opening of our 4th hotel in Hong Kong, **Hotel de EDGE by Rhombus** in Sheung Wan and our much anticipated opening of a brand new 5-star all-suite hotel in Chengdu, China, **Rhombus Fantasia Chengdu Hotel**, in October, 2011 is an exciting year for Rhombus Group and we aim to continue this success in the future.

- ENDS -

**For media enquiry, please contact:
Public Relations Department
Rhombus International Hotels Group
T: (852) 3550 0688
F: (852) 3550 0699
E: pr@rhombusinternational.com**