

P R E S S R E L E A S E



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SHANGRI-LA ANNOUNCES SUSTAINABLE SEAFOOD POLICY And Discontinuing Use Of All Shark Fin Products in 72 hotels and resorts

Shangri-La Hotels and Resorts today announced its ‘Sustainable Seafood Policy’ including the commitment to cease serving shark fin in all of its operated restaurants as well as accepting new orders for shark fin products in banqueting with immediate effect. Future banquet bookings made prior to this date will be honoured as per the signed contractual agreement. At the same time, Shangri-La announced that it will phase out Bluefin tuna and Chilean sea bass in all its operated restaurants within the year. In December 2010 the company initiated the process with the removal of shark fin products from its restaurant menus. The new policy is a continuation of Shangri-La’s journey towards environmental support.

The company launched its first CSR initiatives in 2005 which were streamlined and formalised in 2009 in the three main areas of *Sustainability, Embrace and Sanctuary* towards a strategic commitment to Corporate Social Responsibility.

‘Sanctuary, Shangri-La’s Care for Nature’ project was introduced specifically to ensure consistency in biodiversity, conservation and habitat protection across all resorts. Projects include the development of marine sanctuaries to ensure reef protection and stability of the underwater and marine life. Two years later, in May 2011, the company published its first Sustainability Report outlining the company’s progress in the areas of environment, health and safety, employees, supply chain and stakeholder relations.

Shangri-La's ethos and core values show a commitment to the environment that the company does business in. As part of the CSR efforts, Shangri-La has been working on a number of projects related to sustainability for several years. The sustainable seafood campaign has been on the forefront as the initiative will deliver immediate results.

Shangri-La will continue to review and refine its overall programmes including environmental and sustainability issues.

Hong Kong-based Shangri-La Hotels and Resorts, one of the world's premier hotel companies, currently owns and/or manages 72 hotels under the Shangri-La, Kerry and Traders brands, with a room inventory of over 30,000. Over almost four decades the group has established its brand hallmark of 'hospitality from the heart.' The group has a substantial development pipeline with upcoming projects in Canada, mainland China, India, Malaysia, Mongolia, The Philippines, Qatar, Sri Lanka, Turkey and United Kingdom. For more information and reservations, please contact a travel professional or access the website at www.shangri-la.com.

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For digitised images of the group's hotels, please go to www.shangri-la.com/imagelibrary.