

For Immediate Release

TANGULA TAKES LUXURY TRAVEL IN CHINA TO UNPRECEDENTED HEIGHTS

China's First Luxury Train, Reservations Available from March

(March 13, 2008 - Shanghai, China) – For travel connoisseurs seeking an experience that provides remote exploration in comfort and style, booking a journey on China's first luxury train, launching in September 2008, is a must. With reservations accepted from March 2008, Tangula Luxury Trains, will offer an unprecedented opportunity to discover and experience the wonders of some of the most scenic and culturally rich areas of China, areas previously inaccessible to luxury travelers.

Unique not only for China, but for any railway project in the world, Tangula's custom built trains, with their relaxed elegance, state-of-the-art technology, and world-class service, will provide guests with the ultimate in luxury rail travel and a choice of two distinct routes; both offering journeys of exceptional diversity and beauty.

The Northern Route Journeys, Beijing to Lhasa and Lhasa to Beijing, traverse the Tibetan plateau at altitudes up to 5,072 meters, on the highest railway in the world. Passing through vast grasslands, around massive salt lakes and over snow-capped mountains, these journeys promise unforgettable impressions of some of the most dramatic and spectacular regions in China.

Alternatively, the Southern Route Journeys, Beijing to Lijiang and Lijiang to Beijing, allow guests to witness the diversity of China's natural scenic wonders and cultural heritage. Highlights of the journeys include visits to the mystical landscapes of the Li River, the extraordinary Shilin Stone Forest and a chance to experience the distinctive customs, architectural styles, and artistic traditions of Yunnan province's ethnic minority groups.

Whether it is cultural discovery or physical activities guests seek, Tangula offers each guest a unique opportunity to experience local sites and communities. From exploring historic Buddhist monasteries to taking part in authentic tea ceremonies, cruising through mystical river landscapes or photographing mountain ranges on 'the roof of the world', exclusive off-train excursions are included in each Tangula journey. Local experts host all tours to ensure a truly authentic and engaging experience.

Guests will enjoy the freedom to tailor their experience according to their desires. They can partake in the awe-inspiring off-train excursions, socialize in the lounge, or simply sit back and admire the ever-changing scenery in the privacy and comfort of their suite. Twenty-four hour butler service will be available to cater to the whims of each guest. For those seeking even greater relaxation, qualified specialists are also on hand to provide in-room wellness treatments.

On-board, Tangula conveys sheer luxury in all its passenger spaces. Designed by award winning New York architect Christopher Scholz, and designer Inés Elskop of Elskop & Scholz with lighting designer Dr. Linnaea Tillett of Tillett Lighting Design, Tangula's modern interiors are accented with elegant Chinese influences. A palette of natural colors has been used throughout to create a sense of harmony with the outside world, which is further enhanced through over-sized windows that guarantee a continuous panorama of the changing landscapes. The trains' well-appointed suites provide all the amenities of a five-star hotel, and include a full-sized or two twin beds, en suite bathroom with shower, a flat-screen television and entertainment system, complimentary service bar and safe.

In addition to the impeccable decor and facilities, deliciously prepared Western and Asian cuisine, using only the freshest ingredients, will also be an intrinsic part of the Tangula experience. Served in elegant and relaxing settings from fully equipped on-board kitchens, meals will be complimented with an excellent selection of wines, cocktails and spirits. Managed by Kempinski Hotels, Europe's oldest luxury hotel collection, Tangula will set new international standards of luxury and comfort in rail travel.

Tangula offers three and four night journeys depending on the point of departure:

- For a five day/four night journey, Beijing to Lhasa or Beijing to Lijiang, prices per person start from USD 4,400.
- For a four day/three night journey, Lhasa to Beijing or Lijiang to Beijing, prices per person start from USD 3,300.
- Rates are inclusive of off-train excursions (subject to availability), meals, beverages, wines, spirits and service charges. (Premium wines and spirits and wellness treatments are available at additional costs.)
- Rates are subject to change without notice.

To make bookings for journeys, guests can contact the Tangula Reservations Center **+86 10 5809 5333** or email reservations.tangula@kempinski.com. First journeys commence on September 1, 2008. For more information please visit www.TangulaLuxuryTrains.com. An online reservation system, featuring specific operator/agent information and booking system will also be available from May.

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Notes to Editors**ABOUT TANGULA LUXURY TRAINS**

Tangula Luxury Trains provide exclusive rail journeys through the western regions of China. Tangula's state-of-the-art, custom-built trains will travel along two routes: the Northern Route, Beijing-Lhasa and Lhasa-Beijing across the Tibetan plateau, and the Southern Route, Beijing-Lijiang and Lijiang-Beijing through the southern province of Yunnan. On these journeys, guests will experience unprecedented access to the natural landscapes, ancient landmarks, and diverse cultures of these regions. Passengers will be accommodated in luxury suites, including a full-sized or two twin beds, en suite bathroom with shower, a flat-screen television and entertainment system, complimentary mini bar and safe. Butler service is available 24 hours.

Tangula Luxury Trains are managed by Kempinski, ensuring world-class hospitality. Europe's oldest luxury hotel collection, Kempinski currently operates ten hotel properties throughout China.

Inaugural journeys: September 2008

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