



PRESS RELEASE RE TUNE HOTELS – 11.03.10

GSC Solicitors Advise Queensway Group in £150 Million Strategic Partnership to Invest in 15 New London Hotels

Specialist City law firm GSC Solicitors LLP has acted for longstanding clients Queensway Group Limited in the establishment of a strategic partnership with TuneHotels.com, part of the Asia based Tune Group, owners of low cost airline AirAsia and the Lotus F1 Racing team. London based Queensway Group will invest in, own and operate 15 TuneHotels.com new concept hotels in London by 2017.

The new partnership will roll out TuneHotels.com's limited service concept of a "5-star sleeping experience at a 1-star price" across 1,500 rooms representing a £150 million investment into the London hospitality sector.

GSC Solicitors advised Queensway on the exclusive agreement and franchising with Tune Hotels.com within the Greater London area.

In a joint statement commenting on the innovative partnership, GSC property finance partner **Peter Belcher** and GSC corporate partner **Clive Halperin**, said: "We were delighted to work with our longstanding client Queensway Group on bringing this exciting new concept to the London market, with the first hotel opening in Westminster in late 2010. TuneHotels.com business model of low cost high value accommodation, dynamic pricing and pay-as-you-use optional add-ons, creates higher tourism spend in the hotel locations. We look forward to working closely with Queensway and their partners TuneHotels.com to open 15 hotels with a major impact on the London hospitality market."

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For further information or photographs please contact Alastair Clark at Myddleton Communications on 0207 689 5545 or email alastair.clark@myddleton.com

NOTE TO EDITORS

About GSC Solicitors LLP

GSC Solicitors LLP is a specialist City law firm with seven partners and over 35 staff. It is well regarded for its media and intellectual property, commercial property, corporate and international work. The firm represents a wide range of corporate and individual clients including entrepreneurs, small and medium-sized businesses, publicly quoted companies, major institutions in the UK and internationally. GSC focuses on the commercial issues and provides business solutions that are clear, concise and effective.