

Press Release



FOR IMMEDIATE RELEASE

Marina Bay Sands extends its Ecommerce reach to guests

*Launches Marina Bay Sands Hotel Affiliate Program to form
partnerships with online portals*

Singapore (16 March 2012) – In a bid to reach out to a wider group of travelers planning their next trip, Marina Bay Sands has launched its Hotel Affiliate Program (www.marinabaysands.com/affiliates). This affiliate program aims to showcase Marina Bay Sands' unique experience at select affiliate websites.

Through the Hotel Affiliate Program, a select group of referral partners will be established to market the Marina Bay Sands experience to consumers.

Compatible affiliates will be provided digital marketing tools such as custom-designed banners, landing pages, text links, data feeds to cutting-edge videos. Affiliates will also receive announcements of special offers that Marina Bay Sands markets through digital channels. Affiliates who successfully refer visitors to Marina Bay Sands' official site at www.marinabaysands.com will receive referral fees.

Katherine Lu, Marina Bay Sands Executive Director of Digital Marketing & eCommerce said, "Marina Bay Sands recognizes that consumers visit a variety of online portals in their travel planning. We want consumers to know about the unique, once-in-a-lifetime travel experience at Marina Bay Sands in Singapore. We believe this program helps consumers in their travel planning, and it helps our affiliates attract and retain consumers."

Guests can be assured of getting the best room rates for Marina Bay Sands on its official website. If a guest who books on www.marinabaysands.com and finds a better price online within 24 hours, they can inform Marina Bay Sands reservations department. Reservations will, in turn, honor the lower rate and upgrade the guest's room to the next level, free of charge. See <http://www.marinabaysands.com/Company-Information/best-rate-guarantee/>

The integrated resort was recently named one of the best hotels in the world by Travel + Leisure's 2012 T+L 500 list, and was voted 'Best MICE hotel in Asia' by CEI Asia for the second consecutive year in 2012.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com