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Sheldon Adelson to Receive the HICAP Innovation Award

Hong Kong – The hosts of Hotel Investment Conference Asia Pacific (HICAP) are pleased to announce that Sheldon G. Adelson, chairman of the board and chief executive officer of Las Vegas Sands Corp. (LVS) will be awarded the HICAP Innovation Award at the upcoming event. HICAP is scheduled for 13-15 October 2010 at the InterContinental Hong Kong and the Award will be presented to Mr. Adelson on 14 October. HICAP is hosted by Burba Hotel Network (BHN), Horwath HTL and Stiles Capital Events.



A Las Vegas, Nevada, USA based company, LVS is the controlling shareholder of Sands China Ltd., which owns and operates The Venetian Macao Resort-Hotel and the Sands Macao in the People's Republic of China (PRC), SAR Macao. The Macao property is the cornerstone development of the master planned Cotai Strip which upon completion will include over 20,000 hotel rooms and nearly 30,000 seats for live entertainment. LVS also owns The Venetian Resort-Hotel-Casino, The Palazzo Resort-Hotel-Casino, the Sands Expo and Convention Center in Las Vegas, Nevada and the Sands Casino Resort Bethlehem in Eastern Pennsylvania. The most recent jewel to the LVS portfolio is the recently opened \$5.7 dollar Marina Bay Sands integrated resort in Singapore.

Adelson's business career spans more than six decades and has included creating and developing to maturity more than 50 different companies. His penchant for challenging the status quo has been the foundation of his success and has led governments in places like Macao and Singapore to select LVS to develop economy-changing tourism developments in their countries.

In May 2004, LVS Corp. opened the Sands Macao, located on China's southeastern coast. The Sands Macao was the first U.S. operated casino in the region and set the stage for the next phase of development in Macao. In 2007, The Venetian Macao opened to massive crowds and, similar to what Adelson helped accomplish in Las Vegas, Macao began its transformation from a gaming-centric location into an international leisure and business destination.

About Adelson's selection, Jim Burba, President of HICAP co-host BHN said, "We are delighted to be presenting the HICAP Innovation Award to Mr. Adelson in Hong Kong. He is a truly innovative leader and visionary. His Singapore and Macau resort projects, in particular – are game changers for the hotel and tourism industry in the region".

Past winners of the HICAP Innovation Award include; Barry Sternlicht, Sol Kerzner, K.P. Ho, the Regent founding trio of Robert Burns, Adrian Zecha, Georg Rafael and the four founders of WATG, Pete Wimberly, Jerry Allison, Greg Tong and Don Goo.

About HICAP

HICAP is Asia's largest and longest running hotel investment event, making it the most important gathering of hotel developers, investors, lenders, operators, and other industry executives for information exchange, trend spotting, and deal making. Approximately 700 delegates attended the 20th annual HICAP held in October 2009 in Hong Kong.

About BHN

BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With more than two decades of experience, over 80 events completed or in production to-date, and more than 59,000 international delegates, BHN conferences have become "must attend" events for industry leaders who come together to network, conduct business and to learn about the latest trends. BHN events include: the Americas Lodging Investment Summit (ALIS) in San Diego; the ALIS Summer Update in Los Angeles; the Central America Tourism & Hotel Investment Exchange (CATHIE) held in El Salvador in 2010; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP Update Southeast Asia in Singapore; HICAP Update Japan in Tokyo; the Hotel Investment Forum India (HIFI) in Mumbai; and the new Hotel Opportunities Latin America (HOLA) conference in Miami. The BHN website at www.Burba.com is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.

About Horwath HTL

Horwath HTL is the world's largest hotel industry specialized consulting organization, currently with 48 offices in 37 countries. Since the set-up of Asia Pacific operations in 1987, Horwath HTL has been involved with over 2,000 projects throughout the region in all phases of the property lifecycle for clients ranging from individually owned businesses to the world's most prominent hotel companies, developers, lenders, investors and industrial corporations. Horwath HTL currently operates out of regional offices in Tokyo, Beijing, Shanghai, Hong Kong, Singapore, Jakarta, Kuala Lumpur, Mumbai, Sydney and Auckland.

About SCE

Stiles Capital Events (SCE) has provided event management, communications and marketing in the publishing, entertainment and hospitality industries since 1990. The SCE team has been associated with the development and organization of the Hotel Investment Conference Asia Pacific (HICAP) since its inception and the subsequent launches of HICAP Update Japan and HICAP Update Southeast Asia. SCE is based in the San Francisco Bay Area.