



THE
**HARBOUR
VIEW**
PLACE

at the ICC megalopolis



For Immediate Release

**The HarbourView Place 1st Phase 100% Fully Let
Now to Launch 2nd Phase of Suites**

[HONG KONG, 3 June, 2008] Signature Homes, the luxury residential leasing arm of SHK Properties proudly presents the much-anticipated launch of The HarbourView Place. Establishing a lofty new benchmark for luxury serviced suite long-stay accommodation in Hong Kong, the 70 serviced suites of Phase 1 are already fully let. Now, we launch Phase 2. It consist of another 80 suites.

Located at the ICC/Kowloon Station complex, The HarbourView Place matches its sister property Four Seasons Place in its impeccable service, maximum convenience, and opulent luxury. Suites are designed to balance practical function with tasteful form, enhanced by extensive in-room provisioning. As well as features such as professional-grade AV systems, latest Nespresso coffee-makers and a selection of pillows, guests can also avail themselves of The HarbourView Place's comprehensive list of personalised services and amenities, including round-the-clock multilingual concierges as well as a fitness centre, lounge, laundromat, reading area and internet corner.

The HarbourView Place sits atop a major transportation hub, making for quick and seamless links with centres of business, shopping and entertainment. The luxury serviced suite hotel has attracted a variety of prestigious clientele who require frequent business travel to the world, such as international investment banks and financial institutions. Room rates for suites in Phase 2 of The HarbourView Place range from HK\$29,000 to HK\$100,000 per month, or an average of HK\$63 per square-foot – a five percent increment over rates for Phase 1 suites.

“Given the fact that Four Seasons Place has been virtually fully booked from the moment of its opening in 2005 and is still breaking records, we are not surprised that Phase 1 of The HarbourView Place is already fully let,” said Ms Mavis Kang, General Manager of Signature Homes. “Demand for this type of accommodation is very strong, and will continue to be in the foreseeable future. In the current market, the supply of similar high-end accommodation remains limited. Additionally, the superb prime location of The HarbourView Place has attracted a great deal of interest.”

The HarbourView Place offers a total of 266 premium serviced suites, including studios and one-, two- and three-bedroom suites, and lavish 2,290-3,270 square-foot Presidential Suites on the 70th floor. Also still to come is a heated rooftop pool on the 76th floor.

“Our guests are among the most discerning and demanding in the world, so we have ensured that this new property will exceed expectations,” said Ms Belinda Kuan, Assistant General Manager of Signature Homes. “This has always been our Signature Homes’ service philosophy. In that sense, it benchmarks the standard-setting form of Four Seasons Place – but The HarbourView Place’s modern stylish interiors, quality provisions and superb location give it a unique character all its own.”

Located on the 50th to 70th floors of The Cullinan II tower at the International Commerce Centre (ICC) complex, The HarbourView Place is the latest property from Signature Homes, the leading provider of luxury residential accommodation in Hong Kong. The new development builds on the appeal of Signature Homes’ innovative Four Seasons Place suite

SignatureHomes

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 新鴻基地產
Sun Hung Kai Properties

hotel in Central, complementing that successful property as the Kowloon-side element of a stunning 'gateway' to Victoria Harbour.

~ Ends ~

About Signature Homes

Signature Homes is the residential leasing arm of Sun Hung Kai Properties and the largest purveyor of luxury residential accommodation in Hong Kong. Its deluxe property portfolio includes desirable locations such as Mid-Levels and Island South; many with comprehensive clubhouse facilities and close to the prime commercial core of Hong Kong. Signature Homes' clients are expatriates – mainly from Australia, Europe and the US. The company's customer service officers, SignatuRep, provides tenants with personalised service and takes care of their daily needs to enhance their experience of living in Hong Kong. The two luxury serviced suite hotels of Signature Homes' include Four Seasons Place in Central, providing 519 serviced suites, and its sister project atop Kowloon Station – The HarbourView Place, with its 266 quality suites is now open..

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