



ICC Observation Deck to open in fourth quarter of 2010

360-degree view from the city's tallest building

International contest to name new Hong Kong attraction

Hong Kong, 21 January 2010 - The observation deck in International Commerce Centre (ICC) will open in the fourth quarter of 2010. The deck will be on the 100th floor of Hong Kong's tallest building, giving visitors a 360-degree view of the enthralling cityscape. The deck will cost over HK\$100 million. The observation deck operator is calling on creative minds around the world to enter an ICC Observation Deck naming contest and come up with a name that reflects the significance of this landmark project. Details of the contest were announced today.

Present for the announcement were SHKP Vice Chairman & Managing Director Raymond Kwok, Hong Kong Tourism Board Chairman James Tien, Sun Hung Kai Real Estate Agency Executive Director Jimmy Wong, ICC Observation Deck General Manager Elaine Tsui, and naming contest judges Ben Au-Yeung, Kan Tai Keung, Lee Kam Hon and Michael Wu.

Many of the world's great cities have observation desks that offer visitors a view from on high. The ICC Observation Deck on the 100th floor will be the highest in Hong Kong and give visitors a 360-degree, mesmerizing view from the center of town at 393 metres above sea level. The beauty of Victoria Harbour in daytime and the lights of the glittering metropolis at night will leave a lasting impression of the vitality of Hong Kong.

The deck will have advanced facilities and innovative multimedia exhibits that showcase Hong Kong's development and unique lifestyle and culture. There will also be a visitor centre with tourist information that will make it an ideal starting point for visitors looking for the best that Hong Kong has to offer. Advanced telescopes and MP5 audio-visual guided tours in four languages will point out local landmarks and surrounding areas. There will be fine restaurants on the 101st floor where patrons can admire the dazzling view while indulging in delectable food and wine.

Raymond Kwok said "Hong Kong is home to SHKP, and in keeping our belief in 'Building Homes with Heart' we are dedicated to building a better Hong Kong and promoting the city's economic advancement. The Kowloon Station development is a key integrated project that will enhance Hong Kong's long-term prosperity. At the heart of the development is ICC – Hong Kong's most prominent landmark. Its observation deck will offer the highest vantage point in Hong Kong allowing visitors a breath-taking panoramic view of the entire city. The opening of the ICC Observation Deck in the fourth quarter of 2010 will give a new impetus to Hong Kong tourism and



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let visitors experience the energy of this vibrant city. I am confident this landmark development will be a big contribution to Hong Kong.”

James Tien said “As the tallest building and latest landmark in Hong Kong – ICC – together with Two ifc on the opposite side of Victoria Harbour, will make Hong Kong’s already famous skyline even more stunning than ever. Every year, Hong Kong receives close to 30 million visitors, many of whom are eager to enjoy our spectacular harbour views from various vantage points of the city. The observation deck of ICC, which offers magnificent 360-degree, bird’s eye view of the city up on the 100th floor, as well as a range of facilities, will certainly give visitors a unique experience. Along with the entertainment options in the vicinity of Kowloon Station, visitors can enjoy a different experience of Hong Kong. Upon the opening of the observation deck in the fourth quarter of this year, the HKTB will promote this unique attraction to our visitors.”

The Kowloon Station development is a new landmark in Hong Kong featuring commercial, residential, cultural and recreational elements in one location. The observation deck will be a key attraction along with the high-end Elements shopping mall, luxury serviced suites in The HarbourView Place, prestigious residences The Cullinan and The Arch and international Ritz-Carlton and W hotels. The deck will complement the hospitality facilities and the Kowloon Station project, and it is connected to various modes of public transport including the MTR, Airport Express and cross-border and local buses. This accessibility allows visitors to travel conveniently around Hong Kong and across the border.

Naming contest

People around the world are invited to enter a contest to name the ICC Observation Deck. They should apply their creativity and come up with Chinese and / or English names that are emblematic, memorable and evoke Hong Kong's beauty and the world-class ICC. Entries should be submitted by 5 March 2010 via the dedicated web site. The winners will be among the first at the opening of the observation deck and will receive travel packages and admission to other noted observation decks in Shanghai, Taipei and Tokyo. Prizes will include roundtrip air fare for two from Hong Kong and accommodation for two nights. See www.shkp-icc.com/odeck for more information.

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ICC Observation Deck

The observation deck will be on the 100th floor of ICC, the tallest building in Hong Kong. At 393 metres above sea level, it will be the highest observation deck in Hong Kong. It will cover around 30,000 square feet and offer 360-degree views of the territory and its famous harbour. It will have multi-media exhibits describing the history and culture of Hong Kong. The deck will be part of the



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Kowloon Station development, along with grade-A office, a high-end shopping mall, luxury residences and serviced apartments and international hotels. Kowloon Station is Hong Kong's commercial, cultural and transportation hub, and the ICC Observation Deck will complement the hospitality facilities in the area to enhance the experience of visitors to Hong Kong. It is set to open in the fourth quarter of 2010.

SHKP

Sun Hung Kai Properties has had a focused business strategy since it went public in Hong Kong in 1972. The company has a seasoned team of management professionals striving for business success and high standards of corporate governance. Its solid foundation and leadership have made SHKP one of the largest developers in Hong Kong. The company believes in 'Building Homes with Heart', and its trusted reputation for quality products and service has earned high praise from leading local and overseas publications and financial institutions.

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