

MEDIA ALERT

International Commerce Centre: I Can See the Future

[HONG KONG – 28 September 2006] Sun Hung Kai Properties (SHKP) today unveiled the branding strategy and campaign, “I can see the future” for Hong Kong’s newest and tallest icon: International Commerce Centre, or ICC.

This campaign is supported by comprehensive communication through print and outdoor. The distinctive branding theme for ICC is epitomized by a bold and recognizable green silk motif, representing the speed, force, vision, excitement, energy and dynamism of the project.

A natural material of the highest quality and strength, silk has a long association with quality throughout Asia. When used in clothing it is sleek, lustrous and luxurious, without being ostentatious. In banners and flags it represents power and energy, billowing with the wind, itself a force of nature and one of the four core elements of life.

The color green was selected because it is a symbol for life, exuding calm and confidence, and evoking the environment and natural settings of the project.

The mega tower will be the focal point of Kowloon Station Development project, and will feature a state-of-the-art design that meets the most sophisticated needs and aspirations of modern business, and its prime waterfront location provides superb views of Hong Kong’s famed harbour.

When it is fully completed in 2010, it will be the world’s third tallest building: a majestic 490 metres with 118 floors. With this landmark development, SHKP has set its sights on achieving the highest quality standards.

The convergence of luxury retail, residential development, 6-star hotel, cinemas, ice rinks and transport all in a single location will affirm ICC’s position as a world class location.

“ICC is a symbol of Hong Kong’s status as a prosperous, world-class international city”, said Kin Wai Lo, the deputy manager in leasing. “It is a striking vote of confidence in the future of this thriving and brilliant city that is Hong Kong.”

Shown at its unveiling encircling the mega tower, the flowing green silk ribbon symbolizes that ICC is a recognizable landmark for Hong Kong and iconic of the power and energy of Hong Kong.

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About International Commerce Centre

At a soaring 118-storey height, the International Commerce Centre (ICC) will be Hong Kong's latest distinctive landmark. Designed by internationally acclaimed architectural firm Kohn Pedersen Fox Associates, ICC stands for uncompromising design and building quality, and is backed by Hong Kong's leading developer, Sun Hung Kai Properties. Located at a key Harbour crossing point in West Kowloon, ICC will be the only integrated, easily accessible Grade-A commercial and retail space along the Kowloon peninsula. ICC offers exceptional transportation convenience - with commanding views of Hong Kong's distinctive skyline. ICC encapsulates today's paradigm of modern living - from sumptuous retail locations to luxury boutique residences and revitalizing green spaces. ICC will be completed in phases from 2007 to 2010. When complete, ICC will comprise of 2.5 million square feet of Grade-A offices, a 1-million square feet shopping mall, luxury residences and serviced apartments – all accessible via MTRC's new Kowloon Station.

About Sun Hung Kai Properties

Sun Hung Kai Properties (SHKP) has been publicly listed since 1972 and today is one of Hong Kong's largest property companies. It has built a strong brand name over the years, along with a reputation for premium quality and comprehensive customer care across the residential, office and retail markets. The company is well known for its seasoned management and commitment to good corporate governance, and the SHKP brand is seen as a guarantee of 'quality you can trust' by customers and investors alike.

This media alert is issued on behalf of SHKP by Edelman Public Relations Worldwide (HK) Limited. For further editorial details, photography, advertising enquiries and interview arrangement, please contact:

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