



Press Release

Kerry Properties Officially Announces the Debut of *Lions Rise* Its New Landmark and Core Development in Urban Kowloon

(Hong Kong – 22 February 2011) Kerry Properties Limited (HKEx: 683; “the Company”) today held a press conference at Foo Ka Chinese Restaurant on Level 2 of the Company’s headquarters, Kerry Centre in Quarry Bay, announcing the debut of its landmark residential property development in the core urban area of Kowloon and officially named the property ***Lions Rise***. Situated at No.8 Muk Lun Street, Wong Tai Sin, ***Lions Rise*** commands an excellent location. Fronting the Muk Lun Street Playground and adjacent to the Choi Hung Road Playground, ***Lions Rise*** is at once convenient yet keeping away from the hustle and bustle. There are over 35 hectares of green area and mostly low-density government sites and public facilities in its vicinity, making ***Lions Rise*** a rare jewel in the area.

Mr. I.P. Chu, Executive Director of Kerry Properties (H.K.) Ltd., said: “For more than a decade, the supply of new residential properties along the MTR Kwun Tong Line has been scarce; ***Lions Rise*** is the latest sizable residential property project in the area which provides unlimited potential. The project capitalizes on the Kai Tak Development; billions of infrastructure development will turn Southeast Kowloon into a new metropolis. With the first Berth of the Cruise Terminal expected to be in service in mid 2013, a multi-purpose stadium complex with a seating capacity of 50,000 and the Metro Park and more in the pipeline, the development potential of Southeast Kowloon is not to be underestimated. In addition, ***Lions Rise*** enjoys multiple advantages of three MTR lines: it is adjacent to the Wong Tai Sin MTR station of the Kwun Tong Line as well as the Diamond Hill transfer station of the Shatin-Central Rail Link, while the East Rail Line Kowloon Tong station is only one stop apart. The transportation network of the project extends in almost all directions.”

Ms Semy Ng, General Manager, Marketing of Kerry Real Estate Agency Limited, further explained the meaning and symbolization of the name of the property: “The first character ‘Xian’ of the Chinese name of ***Lions Rise*** (Xian Chong Shan or 現崇山) has the meaning of unfolding before one’s eyes, that it’s appreciable and evolutionary, symbolizing the commitment engaged in a mega property project and its immediate market value. ‘Chong Shan’ encompasses the spirit of beholding majestic mountains with awe and admiration and climbing a step higher. ***Lions Rise***, located under the Lion Rock, is a mega property development which can accommodate a thousand of households. Naming it ‘Xian Chong Shan’ reflects not only its locality, but also gives full expression of the ‘Hong Kong Spirit’ that is hardworking and striving continuously to improve oneself. Meanwhile, the English name ***Lions Rise*** also embraces the momentum and vision emerging from the Lion Rock, marking the courage, bravery, tireless efforts and vigour of the Hong Kong people. With the



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Lion Rock on its back, overlooking the engaging landscape of the Kai Tak Development, coupled with transportation convenience, **Lions Rise** is set to become a masterpiece of large-scale urban luxury property development.”

Meticulously planned and developed by luxury property development expert Kerry Properties, **Lions Rise** consists of five contemporary designed residential blocks, all spaciouly and practically laid out. Block I and II are luxury units while Block III, V and VI are typical units, offering a total of 968 units. Typical unit ranges from 660 to 1,400 sq. feet, with approximately 60 per cent are units with three or more bedrooms. **Lions Rise** encompasses more than 140,000 sq. ft. comprehensive luxury club facilities and landscaped gardens, as well as an approximately 150,000 sq. ft. shopping mall, making sure a metropolitan lifestyle and all daily necessities are within easy reach inside the property vicinity. The project is expected to be completed by the end of 2011 and the handover will commence in the third quarter of 2012.

About Kerry Properties

Kerry Properties (HKEx: 683) began investing in and developing properties in the 1970s, and quickly established itself as a major player in residential developments during the 1980s. Today, the company is one of the largest property investment and development companies in Hong Kong and Mainland China. Kerry Properties has earned an outstanding reputation in Hong Kong's property market, where it is one of the few property developers to focus on deluxe residences. In recent years, the company has actively participated in mixed-use property projects in Mainland China, where it has established a prestigious portfolio of spectacular and prime-quality projects.