



Press Release

Unveiling of The Altitude showcasing contemporary living with elegance

Hong Kong, 22 November 2011 – Kerry Properties Limited (HKEx: 683) today hosts a media tour of the show flat of its latest residential development, “*The Altitude*” (紀雲峰). Press members are invited to preview the property’s interior design and to experience its borderless vision beneath one’s feet. Mr. Chu Ip Pui, Executive Director of Kerry Properties (H.K.) Limited and Ms. Semy Ng, General Manager – Marketing of Kerry Real Estate Agency Limited were present at the media session to introduce the property’s design features.

The show flat is a typical unit at Flat A on 39/F. Measuring 1,955 square feet, the unit is laid out with 3 bedrooms (with two ensuite) and a storage room and balcony. It is a showcase of understated elegance, a home where the owner can enjoy extensive space and expansive views.

Mr. Chu remarked during the presentation: “*The Altitude* is a luxury residential development in Happy Valley offering 124 typical units. The modern chic design of the show flat enjoys the full leverage of the property’s pragmatic rectangular layout while incorporating unique space arrangements to add an element of ease to its new style of urban living. Every detail of *The Altitude* reflects a thoughtful balance of quality and the environment. Through the use of high-end and natural materials, as well as premier kitchen and bathroom fittings, we deliver uncompromising quality and create perfection for the most discerning residents.”

To produce a unified sense of space, the living room, study and master bedroom of the show flat are opened up to create an expansive living space. The design emphasizes the innovative use of panels to divide and create space for different functions. When the study is connected to the living room, it becomes an extension for gatherings with friends. Alternatively, the master bedroom can be connected to the study to make additional space for work or reading. This unique design helps extend the space beyond boundaries, yet without compromising room for private moments. Next to the large window in the kitchen, a dining area is created for the enjoyment of exquisite food and wine against a backdrop of impressive views, both in daytime and at night. The simplicity of the design is matched with basic colours to translate into a living space to be defined by yourself, in your very own personal style.

The surrounding greenery is invited into the residence through the large windows in all rooms as a spectacular backdrop. The living room is connected to a spacious balcony through a glass door to let in more light into the interior which, with the top-quality oak wood floor finish, creates a warm and congenial living space. This is the home which is a tranquil retreat just moments from the buzz of metropolitan life. This is where a new style of urban living is balanced with homely comfort.



The Altitude is jointly planned and developed by Kerry Properties and Peterson Group. The exterior design is elegant and chic, and is distinguished by its extensive space with unobstructed views. The project offers 126 residential units and is equipped with a clubhouse with a wealth of facilities. All units are designed with 3 bedrooms (with two ensuite) and a storage room and balcony. 124 typical units will each measure between 1,855 and 1,955 square feet, with 2 special units of approximately 4,000 square feet also available.

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 prime-quality projects.

About Peterson Group

Peterson Group was founded in 1959, with businesses in Hong Kong and China. Since the 1980s it has participated in real estate and residential development with a number of prestigious developers in Hong Kong, including Kerry Properties, Henderson Land Development and New World Development, developing quality town centre commercial and residential projects. In the 1990s, Peterson engaged in residential and hotel development in Canada. The Group-owned Rhombus (HK) Management Limited has five hotels in Hong Kong, including the LKF Hotel in Central and Hotel Panorama in Tsim Sha Tsui. These boutique hotels have won travel industry awards and recognition from China and worldwide.