



## Press Release

### **Kerry Properties Presents “SOHO189” Fashionable Urban Living Blending Both Tradition and Modernity**

(Hong Kong – 19 July 2011) Kerry Properties Limited (HKEx: 683; “the Company”) today held a press conference at its Kerry Centre in Quarry Bay, launching its brand new residential property project in Island West and officially named the property **SOHO189**. Located at 189 Queen’s Road West, **SOHO189** is a luxurious residential project rarely seen in the vibrant community of Sheung Wan. The area, filled with specialty boutiques, gourmet food stores, chic restaurants and art galleries, is simply the best choice for a fashionable, stylish urban living.

The historical and charming Sheung Wan district, where **SOHO 189** situated, is a paragon of the Hong Kong metropolitan living. The property’s name in Chinese is “*Sai Po or Xi Pu*”, in which “*Po or Pu*” means the hippest spot, and there is also the connotation of eye on the world where the gorgeous river runs into the big sea. The property is located in Island West of Hong Kong, hence named “*Sai (means West) Po or Xi Pu*”. As for the English name of the property **SOHO189**, “189” represents the address of the property itself – 189 Queen’s Road West. “SOHO” is the new member of Kerry’s “SOHO” series, which reminds a unique and trendy lifestyle, exactly the brand new experience **SOHO189** is bringing to its residents.

Mr. I.P. Chu, Executive Director of Kerry Properties (H.K.) Ltd., commented: “**SOHO189** is a rare luxury residential development in Sheung Wan, catered especially for urbanites who enjoy tasteful and quality lifestyle. **SOHO189** possesses a convenient transportation network and Central is just a stone’s throw away. Moreover, with the MTR Island West Line, expected to be in service in 2014, the traffic of the area will then be much further enhanced, property value along the new MTR line is expected to soar immensely.”

**SOHO189** is meticulously planned and developed by luxury property development expert Kerry Properties and Peterson Group. Its façade is modern and elegant while the interior is spaciouly and practically laid out. **SOHO189** offers a total of 149 residential units and well-equipped club facilities. Typical units include 2 bedrooms to 3 bedrooms (ensuite) and storerooms, range from 730 to 1,180 sq. ft. The project is expected to be completed by the first quarter of 2013.





### **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.

### **About Peterson Group**

Peterson Group was founded in 1959, with businesses in Hong Kong and China. Since the 1980's it was in real estate and residential development with a number of prestigious developers in Hong Kong, including Kerry Properties, Henderson Land Development, New World Development, developing quality town centre commercial and residential projects. In the 1990's, 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.

