

NEWS RELEASE

To: Editor

For immediate release

**The Landmark Scheme Wins Major Land Use Design Award**  
*Urban Land Institute praises project for creative land use and planning*

HONG KONG, 20<sup>th</sup> July 2007—Hongkong Land today announced that The Landmark Scheme was named one of the five winners in the Urban Land Institute (ULI) Awards of Excellence: Asia Pacific. The US\$210 million Scheme, formally completed in November 2006, has helped strengthen Central’s reputation as the heart of the city and reinforced The Landmark as a premier address in Hong Kong for world-class shopping, dining and business.

The Awards for Excellence programme has been recognising superior achievements of excellence in land use planning since 1979. This is the third year of the Awards for Excellence programme in the Asia Pacific region. Five projects in three countries were selected as winners: one from Australia; two from Hong Kong, China; and two from Japan. The five winners were chosen from a field of 12 finalists.

Projects were evaluated based on financial viability, resourcefulness of land use, design, relevance to contemporary issues, and sensitivity to the community and environment. According to the ULI, The Landmark Scheme “propels to the lead an already popular retail centre.... Now, one hectare of valuable land gathers on one block luxury retail with offices and a 113-room hotel.”

In a little over three years, Hongkong Land executed a comprehensive development and refurbishment programme that enhanced the surrounding cityscape and brought even more of the best in urban lifestyle to Hong Kong. A redesigned atrium for The Landmark, Asia's first Harvey Nichols store, the new Landmark Mandarin Oriental luxury hotel, more premium office space through the development of York House, and enhanced indoor and outdoor access are just a few of the programme's components.

"We are delighted to be one of just five developments recognised by the Urban Land Institute in Asia this year," said Y K Pang, Chief Executive of Hongkong Land. "This award validates everything Hongkong Land set out to achieve with The Landmark Scheme—making one of the world's best luxury developments even better, and helping strengthen Central's status as the place to be."

Over the years, Hongkong Land has demonstrated its commitment to improving and enhancing Hong Kong's CBD through its ambitious programme "Brand CENTRAL." This ongoing effort aims to further boost Central's reputation as the heart of the city through additions and refurbishments to some of the city's most well-known shopping and business addresses, including Chater House, Exchange Square, Prince's Building and Alexandra House, as well as the surrounding cityscape. Hongkong Land initiated The Landmark Scheme in August 2003 as the latest phase of this programme.

The ULI is a non-profit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. It was established in 1936 and has more than 37,000 members representing all aspects of land use.

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## **Notes to Editors**

### ***About Hongkong Land***

Hongkong Land is a leading property investment, management and development group with a major portfolio in Hong Kong, where it owns and manages some five million sq. ft of prime office and retail space in the heart of the Central business district. Established in 1889, the Company's business is built on partnership, integrity and excellence.

The group also develops high quality commercial and residential property projects elsewhere in Asia and has recently acquired 77% of Singapore-listed residential property developer, MCL Land. Hongkong Land Limited manages these assets from Hong Kong by providing services to Group Companies.

Hongkong Land Holdings Limited is incorporated in Bermuda with its primary share listing in London. The Company's shares are also listed in Bermuda and Singapore. Hongkong Land is a member of the Jardine Matheson Group.

