

NEWS RELEASE

To: Editors

Date: 7 September 2010
For immediate release**Hysan Names Causeway Bay's Green Landmark as Hysan Place**

[Hong Kong – September 7th, 2010] Hysan Development Company Limited (“Hysan”) today announced that **Hysan Place** is to be the name for its mixed-use building and new northern gateway in Causeway Bay. The Hysan Place logo is a perfect reflection of the building itself; its sleek metallic finish and subtle graded effect suggest excellent quality and attention to detail. The dynamic accent arrow reflects Hysan’s position as a progressive landlord taking its portfolio to the next level.

With an exceptional sustainable design, Hysan Place is to be a major new destination for premium offices and retail space in one of Hong Kong’s most popular commercial districts. Redeveloped on the site of the former Hennessy Centre at 500 Hennessy Road, the project has been pre-certified at the top Platinum level for the renowned United States Green Building Council’s Leadership in Energy and Environmental Design (USGBC LEED) standard, as well as the Hong Kong Building Environmental Assessment Method (HK BEAM) standard.

Mr. Gerry Yim, Hysan’s Chief Executive Officer said: “The new building truly epitomizes Hysan’s commitment to being a successful and responsible business. It will redefine Causeway Bay’s business district and add yet another major attraction to Hysan’s superlative commercial portfolio. Hysan Place is at the forefront of international environmental and sustainability standards. As the new northern gateway to our Causeway Bay portfolio, it will contribute to a better working and shopping environment in our home district.”

Upon completion Hysan Place will be a 40-storey mixed-use tower that provides full sea-view Grade-A office space and at least 15 floors of trend-setting retail outlets in the centre of Causeway Bay, totaling 710,000 square feet. The building is designed by New York based architects Kohn Pedersen Fox, Dennis Lau & Ng Chun Man Architects and Engineers (Hong Kong) Limited and in-conjunction with Benoy architects. Renowned engineering firm Ove Arup and Partners Hong Kong Limited is the environmental sustainability consultant and Gammon Construction Limited is the main building contractor for the project. Jones Lang LaSalle has been appointed office leasing agent and Savills retail leasing agent for the project.

Hysan and Causeway Bay

Hysan Place is the latest milestone development in the company's long-standing history in Causeway Bay. With roots in the district since the 1920s, Hysan is the largest commercial landlord in Causeway Bay.

"We see Hysan Place playing an important part in our ultimate aim to develop our Causeway Bay hub into a sustainable community, a choice location for people to live and work, both now and into the future," added Yim.

Office Space

Hysan Place will offer Grade-A office space in the heart of Hong Kong. Set within Causeway Bay's centre, it provides easy access to all means of public transport including a direct link to the MTR. This is supported by an express double-decked elevator system that is capable of rapidly transporting occupants to various sections of the building from the street and basement level.

Shops and dining options abound within Hysan Place and its Causeway Bay surroundings, providing a unique work and life balance. Stunning views of the Victoria Harbour on every office floor are complemented by excellent light and air quality, achieved through the building's sustainable design. The design of the floor plans results in a significant level of flexibility, so that work areas can be altered for different functions with ease. This is supported by exceptional technical specifications and other business amenities.

Ms. Wendy Yung, Executive Director of Hysan said: "Hysan Place is truly a logical choice for businesses seeking Grade-A office space in a prestigious and convenient location. Hysan is well known for its culture of partnership with tenants, providing them with long term real estate solutions."

Retail Space

Causeway Bay's reputation as a trend-setting retail centre will be further boosted by Hysan Place's mall, opening in the second quarter of 2012. Interior and architectural planning of Hysan Place has been designed to facilitate the smooth flow of shoppers throughout the building's floors, with excellent transport links for the ease of arrival and departure of shoppers. An open-store format and high-ceiling of the retail floors will help to enhance shopper's experience as well as increase merchandise visibility.

Ms. Cissy Chan, Director, Retail Portfolio and Marketing, said: "The retail mall at Hysan Place will mirror the energy and vibrancy of Causeway Bay itself. As a destination for new brands, creative ideas and cutting-edge styles, its dynamism will cater especially to young shoppers, both locals and visitors alike."

Sustainable Design

Amongst the most visible sustainable features of Hysan Place are the Urban Windows – large openings at lower levels in the building – allowing efficient air flow through the area, reducing wall effect and retaining a high level of permeability. They provide the perfect setting for sky gardens, which help to reduce the heat island effect with their lush greenery.

Hysan Place will provide a healthy and productive indoor environment that emphasizes the use of natural light and ventilation. Light shelf, solar shading and low emissivity glazing help to encourage daylight and prevent heat gain depending on outdoor conditions. Vents allowing choice of natural ventilation will be built into the curtain wall, while free cooling is also available on office floors by bringing outside air to directly lower indoor temperature. For better sustainable design and indoor environmental quality, recycled, regional and low emitting materials, as well as certified wood are used wherever possible.



*The Hysan Place brand reflects the building's excellent quality
and the company's role as a progressive landlord*



Hong Kong's most sustainable commercial high-rise, Hysan Place has been pre-certified at the top Platinum level for USGBC LEED standard and the HK BEAM standard



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