



「 Soundwill Plaza II – Midtown 」
A Highly Sought After Commercial Development in Causeway Bay
Secured Top-Tier Restaurants Tenants

[8 January 2013 – Hong Kong] Soundwill Holdings Limited (the “Group”, stock code: 0878) spotlight project of the year, 「 **Soundwill Plaza II – Midtown** 」, is located in the highly sought after ‘golden triangle’ of Causeway Bay, with stunning views of Victoria Harbour and Causeway Bay’s bustling metropolitan landscape. With reference to Japan’s urban mixed-use development Tokyo Midtown, 「 **Soundwill Plaza II – Midtown** 」 aims to attract a diverse range of unique commercial tenants and will bring unparalleled business opportunities. The exhibition room and display model of 「 **Soundwill Plaza II – Midtown** 」 was unveiled to the media today (8 January) to showcase the development’s exceptional features, along with the announcement of its top-tier restaurant tenants.

Enveloped under a bronze canopy, the exhibition room was specially designed and crafted to reflect the exquisite taste of 「 **Soundwill Plaza II – Midtown** 」, with two motorized display models allowing guests to visualize and understand the project’s ingenious concept. Surpassing traditional building concepts, the development’s exterior décor accentuates an unconventional yet stylish image with its generous ceiling height of 4.2 to 5.2 metres. Coupled with a large outdoor television billboard and state-of-the-art façade lighting system, the development radiates a unique and modern ambience.

Ms. Vivian Chan, Executive Director of the Group said: “As the new iconic landmark of Causeway Bay, 「 **Soundwill Plaza II – Midtown** 」 is destined to attract a unique blend of retailers and a diverse range of cuisines. With unrivalled characteristics, 「 **Midtown** 」 has been the focus of the market since its name unveiling ceremony, attracting over 300 leasing enquires including international fashion brands, high-end department stores and popular restaurant chains.

As of today, the five-storey dining floors have been pre-leased. Prominent tenants include The Penthouse by Harlan Goldstein, a brand new restaurant operated by Michelin-Star Chef Harland Goldstein; Ja Sushi, a brand new contemporary Japanese restaurant; and Woolloomooloo Group’s Woolloomooloo Prime and The Chop House restaurants (details below). Through careful selection, the Group aims to bring in a diversified tenant mix to 「 **Midtown** 」, to cater for Hong Kong consumers and international tourists.”



Ms. Chan continues: “Located in the core retail ‘golden triangle’ of Causeway Bay and neighboring the famous shopping boulevard of Russell Street, 「Midtown」 is set in a superior location with high tourist and pedestrian flow. To set a new standard for integrated commercial projects in Hong Kong, the development will provide tenants with an array of 24-hour supporting services and management solutions to cater for flexible trading hours.”

Soundwill Group has extensive experience in developing quality commercial projects in Hong Kong. It is the Group’s active pursuit to rejuvenate old districts and to bring a new lease of life and colour to those neighbourhoods. Soundwill Plaza in Russell Street of Causeway Bay; PARK HAVEN, a landmark luxury residential development near Lee Garden; and WarrenWoods, an iconic boutique residential development in Tai Hang, are notable projects that showcase the Group’s track record in developing landmark projects in core districts of Hong Kong.

About 「Soundwill Plaza II – Midtown」

「Soundwill Plaza II – Midtown」 is a 31-storey building, with a gross lettable area of approximately 217,000 sq. ft. and will become the new iconic landmark of Causeway Bay. Located in Causeway Bay and adjacent to the famous shopping boulevard of Russell Street, the development boasts an unparalleled geographic advantage, with stunning views of Victoria Harbour and Causeway Bay’s bustling metropolitan landscape.

「Soundwill Plaza II – Midtown」 aims to deliver the utmost shopping experience with its diverse range of shopping and entertainment choices. The project is targeted for completion in Q3 2013. The ground floor to 2/F features 35,000 sq. ft of retail space with open dining areas. The ground floor to 2/F is approximately 11,000 – 12,000 sq. ft. per floor; standard floor areas range from 6,800 – 8,600 sq. ft. per floor offering flexible layout designs. With an ingenious architectural design and professional management team, the development will definitely become the destination of choice in Causeway Bay for international brands and popular restaurant chains.

Tenant Details:



Floor	Area (sq. ft.) (approx.)	Tenant	Remarks
3/F	7,300 (incl. 2,200 sq. ft. podium)	The Chop House (under Woolloomooloo Group)	Includes alfresco area or terrace
27/F & 28/F	14,700	Woolloomooloo Prime	
29/F	6,800	Sushi To	
30/F	6,800	The Penthouse by Harlan Goldstein	

About Soundwill Holdings Limited

Established in 1978 and listed on the Main Board of the Hong Kong Stock Exchange in 1997, Soundwill Holdings Limited is principally engaged in old building assembly and acquisition, commercial leasing and property development.

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The building exterior décor accentuates an unconventional yet stylish image with high ceilings and a 35,000 sq. ft. ground floor retail space



Ms. Vivian Chan, Executive Director of Soundwill Group introduces the motorized display models of 「**Soundwill Plaza II – Midtown**」