



Soft Opening of 「Soundwill Plaza II – Midtown」 in April 2014 Secured “Jamie’s Italian” As Restaurant Tenant

[5 March 2014 – Hong Kong] Soundwill Holdings Limited (the “Group”, stock code: 0878) is pleased to announce that its spotlight project of the year “**Soundwill Plaza II – Midtown**” will have its official soft opening in April 2014. The development has attracted an assortment of top-tier restaurants tenants, most recently, renowned Italian restaurant chain “Jamie’s Italian” who will open its flagship restaurant in Hong Kong.

Located in the highly sought after ‘golden triangle’ retail district of Causeway Bay, “**Soundwill Plaza II – Midtown**” is a unique commercial development that enjoys stunning views of Victoria Harbour and Causeway Bay’s bustling metropolitan landscape. “**Soundwill Plaza II – Midtown**” houses a unique blend of restaurant tenants to cater the diverse culinary preferences of food lovers in Hong Kong. As of today, the development has secured 7 prominent restaurant tenants, most recently “Jamie’s Italian” founded by celebrity chef Jamie Oliver. “Jamie’s Italian” covers a gross floor area of approximately 12,000 square feet and will feature a distinctive yet casual interior design with an all-action open kitchen for customers to witness the professional culinary skills of the chefs. Other prominent tenants of “**Soundwill Plaza II – Midtown**” includes “The Penthouse by Harlan Goldstein” and “Sushi To by Harlan Goldstein”, brand new contemporary restaurants operated by Michelin-Star Chef Harland Goldstein; and Woolloomooloo Group’s “Woolloomooloo Prime” and “The Chop House”. (Please refer to the below table for details)

The Group will continue to source quality business partners to enrich the tenant portfolio of “**Soundwill Plaza II – Midtown**”, thereby bring the utmost shopping and dining experience to customers.

About “Soundwill Plaza II – Midtown”

“**Soundwill Plaza II – Midtown**” is a 31-storey building, with a gross lettable area of approximately 218,000 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 ground floor to 2/F duplex units features 35,000 sq. ft. of retail space with open dining areas. 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 (safe) (approx.)	Tenant
2/F	12,100	Jamie's Italian
3/F	7,300 (incl. 4,800 sq. ft. podium)	The Chop House (under Woolloomooloo Group)
8/F	7,700	Zen Too by Zen
9/F	7,800	Kaya Korean Restaurant
27/F & 28/F	14,800 (incl. 1,500 sq. ft. podium)	Woolloomooloo Prime
29/F	7,190	Sushi To by Harlan Goldstein
30/F	7,190	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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For media enquiries:

Soundwill Holdings Limited

Candy Yeung

Tel: 2916 2876

Email: candy.yeung@soundwill.com.hk