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To: Business / Property Editor

SOUNDWILL TO GAIN HK\$45 MILLION FROM THE DISPOSAL OF A PROPERTY IN CAUSEWAY BAY

Soundwill Holdings Limited (“Soundwill Holdings” or “the Group”; stock code: 0878) today announced the Group’s disposal (“Disposal”) of a property in Sharp Street East, Causeway Bay (the “Property”) for a cash consideration of HK\$74,000,000. It is expected that the Disposal will generate a net gain of approximately HK\$45,400,000 to Soundwill Holdings.

The latest transaction demonstrates the Group’s focus on urban redevelopment projects, which continue to generate income for the Group. In April 2007, the Group disposed of a property at Bowrington Road, Causeway Bay for a consideration of HK\$230,000,000, with a net gain of approximately HK\$90,605,000, which will be booked in the current year.

The Group purchased the Property at a total cost of HK\$20,349,000, which had a carrying value of HK\$27,600,000 as at 30 June 2007. After taking into account the selling and other expenses payable by the Group in relation to the Disposal, the net gain from the Disposal will be approximately HK\$45,400,000.

“The Group’s urban redevelopment operations will provide its property development with land resources, and property leasing business with investment properties at relatively lower cost. The Disposal has taken into account the greatest benefit to our shareholders. The consideration of the Disposal reflects a reasonable premium when compared with the valuation of the Property. The net gain from the Disposal also reflects a remarkable return on investment of approximately 165 per cent. We have already established a special department for the development of this operation into a core source of income of the Group,” said Chan Wai Ling, Executive Director of Soundwill Holdings.

The Property is located at No. 21 Sharp Street East, Causeway Bay. The Property consists of 6 storeys, with retail shops on each floor and a pub on the ground floor. This project has a superb location, with close proximity to Times Square and Soundwill Plaza, convenient transportation and great redevelopment value.

The site area of the Property is approximately 690 sq ft. When combined with the adjacent property (No. 19 Sharp Street East), which is currently disposed of by an independent

third party to the same purchaser of the Property: the aggregate redevelopment plot ratio of these two properties can go up to 15 times.

About Soundwill Holdings Limited

Founded in 1978, Soundwill Holdings Limited became listed on the Stock Exchange of Hong Kong Limited in 1997. The Group is a property conglomerate, with principal business activities in urban redevelopment, property leasing and management, property development, and urban infrastructure in the PRC.

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