

[For Immediate Release]

The Legend, Shanghai Westwood III, Holds the VIP Open Day and Mercedes-Benz Exhibition

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Attracts More than 2,000 Visitors in Two Days
Expects to Commence Project Sales Soon

25 October 2010 (Monday) – K. Wah International Holdings Limited (“KWIH” or “the Company”), has announced to commence the sale of **The Legend**, Shanghai Westwood III, located in the Daning International Community, Shanghai in the near term. The VIP Open Day and Mercedes-Benz Exhibition was held in the project site last Saturday and Sunday attracting more than 2,000 visitors in two days. According to **Mr Wilson Chan, Director – Sales & Marketing of KWIH**, the sales office and show flats of **The Legend** during the two days were crowded with visitors: “Riding on the success of Shanghai Westwood II, the Company has already received enthusiastic enquiries about Shanghai Westwood III **The Legend** before its debut. Hence, we expect that **The Legend** will create another hit after its official launch.” Mr Chan commented.

Mr Chan pointed out that the sales office and show flats of **The Legend** were completed earlier and opened to the VIPs last weekend. An Mercedes-Benz Exhibition was held on site on that day to round up the final marketing events before its launch. He mentioned that most of the visitors had missed Shanghai Westwood II or were those who have waited for the sale of **The Legend** for a long time. The Company has received more than 5,000 enquiries since the marketing promotion events in early September and approximately 2,000 potential customers have shown their interests. The Company has therefore applied to the Government for a saleable area of 60,000 sqm. “Each unit is expected to be sold from RMB2.2 million to RMB6.8 million. We believe that we will receive the pre-sale permit very soon.” Mr Chan said.

Introduction of The Legend, Shanghai

The Legend, developed by K. Wah International Holdings Limited, is the last phase of Shanghai Westwood. Located in the prime area of the Daning International Community in Shanghai, **The Legend** boasts convenient transportation and is just a half hour living circle from The Bund, Lujiazui, Pudong and Nanjin Xi Road. The project is adjacent to the Shanghai Metro Line 1, with the South-North Viaduct and the Inner Ring Viaduct, and also opposite to the 680,000 sqm. Daning Greenery with a comprehensive range of facilities including shopping malls, a sports ground, a hospital and a bank. The project is also located within a prestigious school district.

The project includes 1,113 units with a total gross floor area of 130,000 sqm. in four residential and one serviced apartment blocks. **The Legend** features the identical American architectural style of the rest in the Westwood community, creating a “Hip Life” environment. Its clubhouse Club Legend was designed by international renowned architect Mr Steve Leung, and adopts the “Hip Life” concept into the comprehensive facilities including the 25m-long constant temperature swimming pool, wine & cigar room, fitness facility, yoga area, karaoke and piano rooms etc. Residents may use other services such as 24-hour WiFi, and lease of iPads and game consoles. Private party arrangement services are provided and other attractive activities are held all year round, making it a unique and stylishly appointed clubhouse in the city.

Photos of the events:

1) The VIP Open Day and Mercedes-Benz Exhibition was held in the project site last Saturday and Sunday. Despite the weather, the VIPs showed enthusiasm in the event with more than 2,000 visitors in two days.



2) A magnificent project model was placed in **The Legend's** sales office allowing visitors to appreciate the spectacular green views.



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About K. Wah International Holdings Limited (stock code: 173)

K. Wah International Holdings Limited, listed in Hong Kong in 1987, is the property flagship of K. Wah Group. KWIH aims at establishing a position of large-scale integrated property developer and investor in the Greater China region. With a property portfolio encompassing premium residential developments, Grade-A office towers, retail spaces, hotels and serviced apartments, KWIH has a presence in Hong Kong, Shanghai, Guangzhou and Southeast Asia. Driven by a keen market sense and a versatile strategy, and backed by strong financial capability, KWIH has built up a sizeable and prime land reserve in major cities of China, and thus a strong foothold for future growth. KWIH has received several international accolades for its outstanding quality and service. Awarded Business Superbrands in the property development sector in 2006, KWIH was also the only winner in the Hong Kong Property Developer category of the High-Flyer Outstanding Enterprises consecutively in 2006 and 2007.

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