

M^HA N^KHON

For Immediate Release
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MahaNakhon joins hand with SCB to hold ‘MahaNakhon SCB Open House’ event on Saturday 14 and Sunday 15 July

- **Special offers available for customers booking residences at event**
- **Bht 300 million in sales targeted from this campaign**

Bangkok (5 July 2012) – PACE Development Corporation Plc. and IBC, the companies behind the Bht 19 billion 77-storey MahaNakhon mixed-use super luxury development, in partnership with Siam Commercial Bank and CBRE will hold ‘**MahaNakhon SCB Open House**’ campaign at MahaNakhon Pavilion (BTS Chong Nonsee Station) on Saturday 14 and Sunday 15 July 2012. Special offers are available for those who make reservations of The Rit-Carlton Residences, Bangkok at the reception as well as SCB Platinum card holders. Bht 300 million in sales is targeted from this event.

Mr. Sorapoj Techakraisri, Chief Executive Officer, PACE Development Corporation Plc., said, “This two-day Open House campaign is a result of MahaNakhon’s partnership with Siam Commercial Bank. The campaign is an excellent opportunity for customers looking to buy super luxury homes. Customers will have a chance to look at many show residences at our Ritz-Carlton Residences, Bangkok Sales Gallery while advice from experts, in both finance and real estate sectors, is readily available throughout the event. MahaNakhon’s outstanding quality, excellent design and great location fits very well with the needs and lifestyles of discerning customers, which gives us a lot of confidence in the appeal of the residences. During this event, we will provide both MahaNakhon and SCB customers special offers and **aim to generate sales of Bht 300 million, or around 8-10 residences from the campaign.**”

Siam Commercial Bank said that SCB and MahaNakhon have been solid business partners. SCB is convinced that a super luxury residential development with outstanding quality, design and location like The Ritz-Carlton Residences, Bangkok at MahaNakhon will make perfect homes for our customers. On this special occasion, SCB is joining the 'MahaNakhon SCB Open House' event to offer a chance for Siam Commercial Bank's customers to view and select the world-renowned luxury residences with privileges, including: **up to 10 times SCB reward points; SCB Deejung - 0% interest 10-month installment scheme valued at up to Bht 20 million and special gift for SCB Platinum card members when they book a residence.**

Ms. Aliwassa Pathnadabutr, Managing Director of CB Richard Ellis Thailand, one of the world's leading real estate consultancies, said, "MahaNakhon offers everything that Thai and foreign super premium customers are looking for. And the standards of a world-class brand like The Ritz-Carlton Residences as well as its prime location and the 'zero defect' quality make it very attractive. CBRE believes that when the project is completed, it will be a South East Asian landmark."

MahaNakhon-SCB Open House event will be organised on Saturday 14 and Sunday 15 July, 2012 at MahaNakhon Pavilion (BTS Chong Nonsee Station) with special offers for customers making reservations during the weekend, including special prices for selected Ritz-Carlton residences and 5-year zero maintenance fees.

SCB Platinum card members also get 10 times SCB reward points (up to 15% of residence contract value) and a 0% interest 10-month installment scheme valued up to Bht 20 million with Siam Commercial Bank. SCB also has a special gift for card members attending the reception.

"The combination of the strength of Siam Commercial Bank and CB Richard Ellis as our business partners, and MahaNakhon's exceptional quality, outstanding design and excellent location, make this a very special proposition. We are confident of reaching our targeted sales of Bht 300 million," added Mr. Sorapoj.

Construction of the underground section of the 77-storey MahaNakhon mixed-use development's main tower is currently underway and the overall construction of the main tower, which includes residential, retail and hotel components is scheduled to be finished by 2015. While construction of CUBE, the 7-storey Lifestyle Retail Centre in front of MahaNakhon, has reached the fourth level underground and is expected to be completed by 2013.

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Notes to the Editor

***MahaNakhon** is a mixed-use development comprising 194 **Ritz-Carlton** branded luxury residences, a 150-room boutique hotel and about 10,000 square metres of retail space. As the tallest building in Bangkok, MahaNakhon promises to be a new landmark on the city's skyline with its 77-floor pixilated profile.*

***PACE Development** is a residential property developer that focuses on innovative design and prime locations at the highest quality standards. It is led by a dynamic management team with a strong background in property development*

***Industrial Buildings Corporation (IBC)** is a publicly listed global real estate company with a varied portfolio of property developments comprising industrial parks, offices, commercial and residential buildings. IBC is controlled by the Fishman Group - a leading global investment group specializing in real estate, retail, media, telecommunications, industry and services, and venture capital. More information about IBC is available at www.building.co.il and further information regarding the Fishman Group is available at www.fishmanholdings.com*