

FOR IMMEDIATE RELEASE

**SC Global Developments launches their much-anticipated
Lincoln Modern**

SC Global Developments Ltd, Singapore's premier luxury residential developer, is pleased to announce the official launch of their much-anticipated project, **The Lincoln Modern**.

Located on 20 Lincoln Road in the prime District 11, this freehold development creates a bold blueprint for the ultimate in urban living. Fresh, progressive, spaciousness and exclusivity are qualities that define **The Lincoln Modern**, designed in collaboration with architect Chan Soo Khian of SCDA Architects. The 30-storey tower contains only 56 split-level loft apartments (comprising two studios, two penthouses and two- and three-bedroom units), ensuring unrivalled privacy and secluded luxury.

In a country where space is a premium, **The Lincoln Modern** sets new standards in apartment living and represents a new spatial concept that is both daring and liberating. Every unit boasts double-volume 20-foot ceilings and all lifts open to a three-storey-high lobby.

The floor space of the studios are a comfortable 960 sq ft each, whilst the two penthouses, complete with private roof top terraces, are a sprawling 2,870 sq ft and 3,560 sq ft. In total, there are ten different apartment layouts to suit every taste and requirement.

Page 2

Six-metre-high double-glazed windows and cleverly positioned louvers bring light and cool air into the apartments. Aluminium fins run along the exterior of the building, complementing the artfully placed slots and motorized shades that adjust the light and shade whilst affording expansive views of the island. Inside, cantilevered staircases open up like Japanese fans, linking the two-storied living areas. In the bathrooms, tap fixtures are made precious by über-designer, Philippe Starck. Outfitted throughout in stone, timber, marble and stainless steel, the interiors are the last word in sleek, millennial living. The lushly landscaped gardens will also feature a lineal 41-metre pool that runs the length of the building.

All said and done, **The Lincoln Modern** is primarily about an uncompromising combination of form and function. Where things work *and* look great. No gimmicks. Just intelligent details and quality fittings.

The Lincoln Modern is part of **SC Global's** growing stable of exclusive, luxury developments. The company's first project, *The Ladyhill* was an unparalleled success, demonstrating the company's ability to deliver a product that meets the demands of the discerning, high-end luxury market.

Page 3

SC Global Developments plans to continue building high-end projects in prime Districts 9, 10 and 11 with each project averaging 100 units or less. As the company's Chief Executive, Simon Cheong, recently said, "We're building a lifestyle, not a commodity where the products are homogeneous... In my view, this size of development is big enough to have the scale and yet small enough for my team to pay close attention to the details. Our approach is more boutique-style. The attention to layout fixtures and features go down to the taps and plugs and sockets."

SC Global's quest for producing innovative quality developments is part of its strategy of building a brand name, recognised for its focus on design, layout and spatial planning. It aims to achieve no less than the ultimate in living.

The Lincoln Modern was soft-launched in November 2000 with a party at the chic Pierside Restaurant. The much-anticipated official launch of the project will be held on 25 April 2002. The Lincoln Modern showflats will be ready for viewing after the event. Appointments for previews may be made with Maggie Chow at 6739 1817.

For further press information or images, please contact Carolyn Ortega of Directions M&C Pte Ltd at telephone 6462 0030 or email: directn@starhub.net.sg

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