

PRESS RELEASE

For immediate release

**REDISCOVER THE HEARTH AS THE HEART OF THE HOME IN THE LATEST RESIDENTIAL
DEVELOPMENT FROM SC GLOBAL DEVELOPMENTS**

Come Saturday 1st May 2004, SC Global Developments Ltd would be launching the fourth of its distinguished residential portfolio, THR3E THRE3 ROBIN, located on Robin Road. Singapore's premier property developer who has won BCA Awards for quality and excellence will be celebrating the launch of their latest project with a series of private invitation-only events and previews this week, including an evening with Chef Of The Year, Justin Quek, at the THR3E THRE3 ROBIN show flat.

So why hire a celebrity chef to help in the launch of a new development property? Of late, sexing up the kitchen has gained new momentum as this room is increasingly valued more and more as the heart of family life. The kitchen is looking more like an entertaining space rather than a room where you whip together a gastronomic feast. World re-known designers such as Norbert Wangen, Seth Stein and Terence Conran have embraced this new kitchen architecture and have responded in new ways to how people prefer to live and interact. The kitchen is once again becoming the focal point of the home; the term kitchen in the United States has become commonly replaced by homebuilders with 'hearth room' and 'living center'.

Thr3e Thre3 Robin the first condominium in Singapore designed with the kitchen as the 'heart of the home'. A seamless extension of the main living and dining area, the dry kitchen with its long island counter is the ideal place for families to share a meal, sit for a chat, bake for therapy, do art and craft or homework with the children, or simply hang out with friends.

SC Global Developments Ltd

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A selection of the most advanced AEG kitchen appliances is given full expression here, with the interplay between concealment and display artfully balanced between form and function, whilst an independent air-conditioning system and a retractable frameless glass partition allow the kitchen to be separated from the main living area without compromising the sense of space. SC Global Deputy Chairman and CEO, Mr. Simon Cheong, said “Positioning the kitchen as the new heart of the home is yet another first by SC Global in Singapore. Today, more than ever, the focus on domestic life celebrates this transformation of pure function into a space that can be filled with varied activity. By smoothing the transitory boundaries between the living areas and the kitchen, you are no longer isolated from the conversation of family and friends whilst preparing a meal. It’s about recreating the buzz of a restaurant experience in your dining area, and that in itself is entertaining. We are delighted that Justin has joined us for the launch activities, illustrating just how enriching the experience can be”.

He added “At SC Global Developments, we are constantly looking at how people would like to live, being attuned to changing needs, and have made it our commitment to offer our market segment an understanding of what is of utmost importance to them in their home life.”

As with all SC Global properties, the finishing at THR3E THRE3 ROBIN exudes a sense of understated luxury; with the extensive use of natural hardwoods to create a sense of warmth and textural richness. Unique and carefully executed design touches include a separate wet kitchen, two bedrooms which can become one space by replacing the separating brick wall with a sliding partition, moveable external timber sunscreens and a cleverly concealed linen cupboard, all of which demonstrates the developer’s attention to the details that enhance the lifestyle of the inhabitant.

More about Three Three Robin

The development is located on 38,578sqft of freehold land in prime District 10. This exclusive 36 unit development incorporates two blocks of differing scale and shape with a low-rise block embracing the swimming pool and common areas and an eleven-storey block which houses 33 units with a choice of 10 different layouts ranging from 1,367sqft to the penthouse at 4,855sq ft, with a 48 lot basement car-park. Residents of THR3E THRE3 ROBIN can expect to enjoy facilities such as a 37m lap swimming pool, children's wading pool, fully equipped gymnasium, bbq pit, direct lift access from the car park to their units, and concierge services.

With the TOP expected towards the end of 2006, THR3E THRE3 ROBIN is setting a new benchmark in the quest for 'The Ultimate Living', following well-established values found in The Ladyhill, BLVD and The Lincoln Modern.

About SC Global Developments Ltd

SC Global Developments ("SCGD") is listed on the main board of the Singapore Exchange. The Group is a niche developer of modern up-market residences with an emphasis on high quality finishes and materials, innovative design, exclusivity and a premium lifestyle. SCGD concentrates on developing select residences in choice urban locations and caters to a discerning market of individuals who seek habitats suited to their contemporary and refined tastes. Current developments include the luxurious and refined *Ladyhill*, the contemporary lofts of *The Lincoln Modern*, and the latest release of distinguished residences known as *The Boulevard Residence* or simply *BLVD*.



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The Group aims to provide “The Ultimate Living” in its projects. SCGD also holds a substantial interest of approximately 41% in ASX-listed, AVJennings Homes Limited, which is one of the Australia’s leading house and land developers.

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