

NEWS RELEASE

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Thousands ring in *wang*-derful year at E&O CNY open house

Penang, 25 February 2018 – Harmony reigned as a multi-ethnic crowd thronged the Chinese New Year (CNY) open house hosted by premier lifestyle property developer, Eastern & Oriental Berhad (E&O) at Seri Tanjung Pinang.

The joyous celebration drew local and foreign guests to the huge canopy in Straits Green public park where mandarin oranges were presented as a symbol of good luck. The guests comprised Seri Tanjung Pinang residents, Tanjung Tokong community, community leaders and students from neighbouring schools.

Welcoming them were the E&O management and its working team members who looked splendid in their red attire and traditional Chinese costumes.

Guests were seen flocking to the event stalls offering a variety of popular local fare like fried *koay teow*, *mee goreng*, *satay* and *kambing golek*.

Complementing the festive feast were a thrilling lion dance show, prosperity drum performance and cultural dance by students of SJK (C) Hun Bin.

Many guests and parents were busy capturing the performances with their gadgets while others even went live on Facebook to share the fun with their friends.

The excitement rose when guests were invited to take part in the auspicious tossing of *yee sang* amid the din of guests' cheerful chatter and auspicious wishes, the shredded ingredients were lifted as high as possible with a pair of giant chopsticks as the height of the toss is supposed to reflect the growth of the diners' fortunes in the new lunar year.

E&O finance and accounts senior general manager Pauline Lye said "We are delighted with the huge turnout of guests.

"It is wonderful to see members of our diverse community coming together as one to toast to the beginning of a new chapter."

Also present were Bukit Bendera MP Zairil Khir Johari, MBPP councillors Chris Lee and Syerleena Abdul Rashid.

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The E&O Group (东家集团)

The E&O Group (**Eastern & Oriental Berhad**) is a listed company on Bursa Malaysia that has established a reputation as the premier lifestyle property developer of exclusive addresses for the discerning.

In Kuala Lumpur, E&O's landmark properties include **The Mews, St Mary Residences, Dua Residency, Idamansara** and **Seventy Damansara**, all located in the most prime and prestigious neighbourhoods of the capital city.

In Penang, the award-winning **Seri Tanjung Pinang (STP)** is the island's first masterplanned seafront development that is now a highly sought-after and thriving community to locals as well as expatriates from over 20 nationalities. Reclamation of the second phase of STP started in 2016 and is on-going.

In Johor's southern development corridor of Iskandar Malaysia, E&O has embarked on **Avira**, a 207-acre development within Bandar Medini Iskandar that has easy accessibility to the Second Link connection to Singapore.

In its expansion overseas, E&O's international foray into real estate investment and development is focused within prime locations in London, including **Princes House** along Kingsway, **ESCA House** in Bayswater, and a commercial property in **Hammersmith**.

E&O's leading position as a lifestyle developer is anchored by its niche in luxury hospitality derived from its namesake, the iconic **Eastern & Oriental Hotel**, a cherished heritage landmark in George Town established in 1885. The Group has further leveraged on its experience and expertise in hospitality management with the opening of **E&O Residences** serviced apartments in Kuala Lumpur.

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