

# PRESS RELEASE

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## **E&O launches Straits Green Park** **Enriching the lives of communities with a 4-acre public space**

Penang, 18 August 2013 – In a move to enrich the lives of the public and community, E&O, the premier lifestyle property group, officially launched Straits Green park today with the presence of Yang Amat Berhormat Tuan Lim Guan Eng, Chief Minister of Penang, who officiated the significant milestone.

Straits Green, the 4-acre public park that spans the area of Seri Tanjung Pinang, underscores E&O's commitment as a premier lifestyle property group with a proven track record for delivering innovative concepts. The park is equipped with state-of-the-art water feature, gazebos, running tracks and a playground for children, completed with a composting site where communities and residents will learn how to compost and grow healthy food.

"When it comes to the products that we deliver, people can trust and expect nothing ordinary from E&O. We are continuously inspired to deliver far more than just innovative concepts and quality homes; Straits Green is part of our sustainable vision in developing a healthy and livable environment that could benefit and enrich the community within and beyond our properties," said Dato' Terry Tham, Managing Director of Eastern & Oriental Berhad at the launch.

"Quality parks and public spaces are crucial components in a community, especially in developed, urban cities such as Penang. We do not just provide a park, because we believe in delivering above and beyond that. Straits Green has been a place where the neighbouring communities have gathered together for activities since it was opened to the public last year, steered by E&O Group employees. It is a call for us to appreciate the public spaces we have, and a step closer to fostering community connections," Tham added.

Straits Green is a part of A.R.T., a three-pronged initiative that stands for Act, Reach Out, Transform, is developed and driven by E&O employees, and supported by the E&O Group. Initiated in 2012, it is anchored on the intent of building strong social values within the communities that E&O operate in, whilst providing employees exposure and the opportunity

to participate actively in community-related activities via three main thrusts: Culture and Heritage, Environment and Public Spaces and Building Communities.

Within the ambit of the Environment & Public Spaces thrust, the E&O A.R.T. team has initiated a series of bi-monthly activities to encourage the neighbouring community to fully appreciate Straits Green, whilst promoting a healthy lifestyle as an ancillary benefit. As a start, the activities currently alternate between a Dancercise session in the morning and Traditional Games in the evening.

Chief Minister of Penang YAB Tuan Lim Guan Eng also lauded the initiative by E&O, underpinning the significance of public spaces in Penang. "In order to enhance the livability factor in Penang, it is important to increase the quality and quantity of our public spaces. One of the key ideas was to revitalise and provide seafront access to the public," said YAB Tuan Lim Guan Eng.

"In alignment with the goals outlined in The Penang Paradigm, Straits Green has checked off on a number of firsts for Penang, with it being the first coastal park that provides direct connectivity to another public recreational area, the Straits Quay promenade, as well as the first to include a 'Think Green' community composting and gardening programme with active community and NGO participation," he remarked.

E&O has also joined hands with residents and local NGOs to start a Green Lifestyle project called "Think Green". With the help of the Consumer's Association of Penang, communities and residents will learn how to compost and grow healthy food at the composting site to nurture eco-conscious communities at Seri Tanjung Pinang.

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### **The E&O Group**

**Eastern & Oriental Berhad** (collectively referred to as 'The E&O Group' or 'E&O') is listed on the Main-Board of Bursa Malaysia. Its reputation as a premier luxury lifestyle property developer with a proven track record for delivering innovative concepts and high standards of quality, is built across a series of exclusive addresses in Kuala Lumpur (KL) and Penang Island.

The Group's past signature projects include the high-end **Dua Residency** Condominium in the KL city centre and **Idamansara** and **Seventy Damansara** exclusive landed homes in upscale Damansara Heights. E&O's newest completed development in the heart of KL, **St Mary Residences**, is styled after Manhattan's iconic loft apartments and represents the latest in urbane and elegant city living. On Penang Island, E&O's masterplanned seafront development **Seri Tanjung Pinang** is one of the most sought-after residential addresses on the island, especially with its latest launch, the **Quayside and Andaman seafront resort condominiums**. The neighbouring **Straits Quay** festive retail marina brings to life the holistic concept of living by-the-sea for residents of Seri Tanjung Pinang.

In Johor, E&O has embarked on a new joint-venture project with the wholly-owned subsidiaries of Khazanah Nasional Berhad and Temasek Holdings (Private) Limited to develop the 210-acre **Medini Integrated Wellness Capital** in Iskandar Malaysia.

E&O's core of property development is supported by a cachet of complimentary lifestyle elements. In the hotel space, E&O is known for its iconic heritage hotels such as the **Eastern & Oriental Hotel** in George Town, Penang and the **Lone Pine Hotel**, the first beach front hotel on Penang's famed Batu Ferringhi tourist strip. **E&O Residences Kuala Lumpur** in the city's Golden Triangle, which is targeted to open late 2012, represents E&O's extension of its hospitality expertise into the management of serviced residences. E&O's business in the lifestyle F&B space is represented via its 100% ownership of **The Delicious Group**, comprising 10 restaurants in Kuala Lumpur, Penang and Singapore. These elements as well as the Performing Arts Centre and Straits Quay Convention Centre reinforce E&O's position as a true lifestyle property development Group.