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**News Release
(For Immediate Release)**

Attention: Editor

**SC Global Developments Previews Latest Luxury Development
*The Boulevard Residence is Singapore's Latest Premier Address***

Singapore, 9 January 2003 – SGX-listed SC Global Developments Ltd is pleased to announce the preview of its latest luxury development, ***The Boulevard Residence***, to its distinguished invited guests this evening. This development is a joint venture together with Guocoland.

Situated at 6 Cuscaden Walk, the exclusive 46 unit freehold development is located just off the prime Orchard Road shopping and entertainment belt, next to the renowned Four Seasons Park. Standing 36 storeys high with two adjoining twin towers, ***The Boulevard Residence*** is slated to be the tallest residence in the Orchard Boulevard vicinity when it is completed and stand as a landmark building.

Mr. Simon Cheong, Deputy Chairman and CEO of SC Global Developments said: "Following the very positive reviews of our *Ladyhill* development, which was the first successfully collaboration with Guocoland, we have once again teamed together to create a stylish and modern high-rise counterpart to our first project with ***The Boulevard Residence***, which we have simply branded as ***BLVD***."

The exclusive 46 units comprise 42 standard units of approximately 2,034 sq ft and will be priced starting from S\$2.81 million at the preview. ***BLVD*** also contains 2 ultra-luxurious junior penthouses occupying both the 32nd and 33rd levels of each tower and 2 ultimate super penthouses which sprawl across a lavish four floors including a roof terrace for outdoor entertainment. The 2 super penthouses will provide the definitive in luxury penthouse living with unsurpassed views of the surrounding Orchard Road areas from its pre-eminent vantage point and also includes a private swimming pool on the 36th level.

Mr. Simon Cheong added: "We are very excited to have the opportunity to create a new landmark building in the Orchard Road area. We extensively thought through every aspect of the development with a goal to produce a residence which has an architecturally modern and arresting design and an interior which is both functional and plush using some of the finest materials such as Burmese teak wood and Volax white marble. We feel that **BLVD** captures the best product we could create be-fitting of its prime urban location. "

Residents and visitors to **BLVD** will be greeted by a magnificent 3-storey high entrance leading to a lobby surrounded by lush greenery and water gardens. Other distinctive features of the project include an infinity edge pool with a jacuzzi on the 3rd level which is segregated from the children's pool, playground and BBQ area on the ground level to ensure a peaceful and serene swimming environment.

The truly contemporary high-rise lifestyle is further enhanced through the inclusion of 2 open sky gardens in each tower located at the 13th and 24th levels providing residents with tranquil shared spaces, function areas for entertaining guests as well as a fitness area and a reading lounge.

The official launch of **BLVD** to the public will be on the 18th January 2003 and the show unit located on site will be open for viewing from 10am to 8pm (Monday to Sunday) thereafter.

With its unique textured steel staircase and glass fins alongside the building marking clear visual signatures for the development, **BLVD** is set to redefine luxury living in urban high-rise residences and is truly Singapore's most distinguished apartments.

For more information on BLVD, please contact the marketing department at SC Global Developments Ltd (Tel: (65) 6733 - 6232).

Corporate Profile

About SC Global Developments

SC Global Developments is a niche developer of modern up-market residences with an emphasis on the highest quality, innovative design, exclusivity and a premium lifestyle. The Company concentrates on developing select residences in choice locations and caters to a discerning market of individuals who seek habitats suited to their contemporary and refined tastes.

Combining the finest materials with architectural excellence, every fixture contributes to ensuring that SC Global's properties are of outstanding configuration and beauty. Current developments by the Company include *The Ladyhill* and *The Lincoln Modern*.

Contact Person:

Ms. Christine Poh
Marketing Manager

Telephone – (65) 6739 - 1824
Mobile – (65) 9797 - 0667
Email – christine.poh@scglobal.com.sg