

Dickson Concepts and Langham Place Redefine Shopping Experience in Mongkok

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Retail Giant Hong Kong Seibu to Open Its First Store in Kowloon

Hong Kong, March 15, 2004 - Dickson Concepts (International) Limited and Great Eagle Group today signed an agreement that makes Hong Kong Seibu an anchor tenant in the Langham Place shopping arcade. Occupying a floor space of over 20,000 square feet, the new Hong Kong Seibu is expected to open its doors to shoppers in the fourth quarter of 2004 in time for the inauguration of Langham Place.

The new Hong Kong Seibu will be located on Levels One and Two of Langham Place, with direct access from the Nelson Street and Shan Tung Street entrances. Targeting at domestic consumers and tourists, the new Hong Kong Seibu will offer a comprehensive range of merchandise, including cosmetics and skincare products, high-quality fashion, shoes, leather goods and accessories, as well as watches and fine jewellery.

Langham Place will create a totally new shopping experience for visitors by combining the vitality and diversity of Mongkok with the shopping mall's fascinating architectural design and a full range of shopping, dining and entertainment facilities. The opening of the first Hong Kong Seibu store in Kowloon will create a new shopping icon in Mongkok and further strengthen Langham Place's position as an up-market, trend-setting shoppertainment complex in Hong Kong.

Dr. K. S. Lo, Deputy Chairman and Managing Director of Great Eagle Holdings Limited, said: "We are very excited to have such a renowned retail giant as Hong Kong Seibu taking the lead to anchor in Langham Place. Langham Place is committed to offer an unprecedented total experience for shoppers and visitors with its unique architectural design, dynamic shopping environment and wide selection of close to 300 shops, restaurants and entertainment facilities. The opening of Hong Kong Seibu, which carries world-class brands and stylish merchandise, will definitely create a magnetic attraction for Hong Kong shoppers and tourists to visit Langham Place."

Mr. Dickson Poon, Group Executive Chairman of Dickson Concepts (International) Limited, said: "I am delighted that we are opening a new concept Hong Kong Seibu store and Dickson Watch & Jewellery shop at Langham Place. Not only will they expand the geographic reach of Dickson Concepts' network of stores, I am confident that they will also provide an entirely new lifestyle experience for shoppers, visitors and residents in the bustling district of Mongkok and become another important provider of future earnings growth for the Group."

Langham Place is expected to open in the bustling heart of Mongkok in the second half of 2004, which will be the most innovative integrated property development to appear in Kowloon in more than a decade.

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