

## **Langham Place announces UA Cinemas as the first anchor tenant**

16 Sep 2003

Hong Kong, September 16, 2003 - Langham Place today announced UA Cinemas as its first anchor tenant. The leading cinema chain in Hong Kong will open a new outlet, UA Langham Place, in the fourth quarter of 2004 when the shopping arcade inaugurates.

Visitors to Mongkok have always been fascinated by the diversity of shopping facilities, from street markets, sporting goods stores, to electronics and audio-video shops. However, there is an ever-increasing demand for a one-stop shopping mall along the Nathan Road MTR line and Langham Place is the answer.

"We are very excited and honoured to have such a top player as UA Cinemas to be our first anchor tenant. This is also a statement of the quality standard that Langham Place is aspiring to. UA Langham Place will take entertainment in Mongkok to a new height, providing our shoppers and diners with a world-class movie entertainment experience and luxury never before available in Mongkok. Complementing the other 300 shops and restaurants, within the mall, with an avant garde and exciting design never before seen in Hong Kong, it will for sure create an unprecedented total experience to shoppers from all over Hong Kong," said Dr. K.S. Lo, Deputy Chairman and Managing Director of Great Eagle Holdings Limited.

UA Langham Place is a six screen multiplex cinema, offering a total seating capacity of 1,285 high-back Ambassador recliner seats, all with cupholder flip up arm rests for that ultimate "Love Seat" experience. The cinema will boast all stadium seating with ample legroom for the comfort of the patrons and the wall to wall giant screens with crystal clarity Dolby Digital sound in all six auditoriums will surround the audience with the finest digital sound reproduction.

The residents and shoppers of Mongkok no longer need to travel to other areas, as now they will have their very own state-of-the-art cinema to cater to their every movie-going whim, with the launch of UA Langham Place. They can enjoy movies 24 hours a days, seven days a week, whether it is the newest Hong Kong produced blockbuster or a Hollywood mega-film. UA Langham Place " is the Place to be!

"UA Langham place will be our very first outlet in the Mongkok and Tsimshatsui area. With the addition of UA Langham Place we are completing our network with an outlet in each and every key area of Hong Kong. We have no doubt that Langham Place is an ideal choice for us," said Robin Wong, CEO of Lark International Holdings, owner of UA Cinemas.

"While we strive to better serve our audience with our service at the most convenient locations, we had a hard time in finding a venue in this area that matches our quality requirement. Langham

Place definitely places us in a strong position with its strategic location and the best mix of retail and dining amenities. We strongly believe Langham Place will be one of the most popular rendezvous points in town and UA Langham Place is going to become a popular choice for families and young people." continued Robin Wong.

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.

- End -