



MARINELLA

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**World-class Premium Residential Property, “Marinella”
Southern District - Shum Wan – By Aberdeen Marina Club
Presenting the exclusive star-rated Miele Services**

25 October 2011 (Tuesday), Hong Kong – “**Marinella**”, a world-class premium residential property at a prime location neighbouring The Aberdeen Marina Club in Shum Wan, Southern District jointly developed by K. Wah International Holdings Limited (KWIH), Sino Land and Nan Fung Group, has performed remarkably since its sales began and has become the cynosure of the city.

Building on this splendid performance, the project is launching 6 additional units in Tower 1

To cater for the strong buyer demand, the developers launched 6 additional units on lower levels of Tower 1 today, which consist of three-bedroom and four-bedroom flat units with gross floor areas from 1,799 sq. ft. to 2,501 sq. ft. Their prices range from HK\$34,698,000 to HK\$49,875,000 and stand at an average price level of HK\$19,648 per sq. ft. Since its launch, “**Marinella**” has released a total of 263 units for sale.

“**Marinella**” has always upheld international standards and green ideals. Besides investing over HK\$100 million to introduce the Alchemie series from the world-renowned brand Miele to all “**Marinella**” flat units, the developers announced today to join hands with Miele again to present a great number of star-rated Miele services to residents of “**Marinella**”. World-famous Chef Fabrizio Napolitano, who was the head chef of many Michelin two-starred restaurants in Europe, was also invited to present the media with the catering services offered exclusively at “**Marinella**”.



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Mr. Wilson Chan, Director - Sales and Marketing of KWIH said, 'Being a world-class landmark waterfront luxury residence adjacent to the most prestigious neighbourhoods of Deep Water Bay and Repulse Bay, "**Marinella**" provides premier quality for every detail of the project, from its construction to design and material. In a bid to advocate an eco-friendly life, the project has aligned its eco-friendly ideals with international standards - which is a perfect match with the philosophy of the elite German brand Miele to pursue a tasteful life. Miele offers a myriad of distinguished experiences exclusively for residents of "**Marinella**", such as inviting star chefs to the Show Kitchen at Club Marinella to impart Italian culinary craft, and holding events including the wine and dine Festival, green dining and home care services etc.'

Mr. Richard Green, Head of Marketing and Brand of Miele (Hong Kong) Ltd., said, 'We are honoured to provide the world-class residence "**Marinella**" with the functionality and aesthetically pleasing the Alchemie series, to offer a uniquely distinguished range of services exclusively to the residents, as well offering various member privileges that highlight the lofty status the residents of **Marinella**" enjoy.'

Star Master Chefs coaching Italian cuisine in Miele Show Kitchen valued over a million

"**Marinella**" proudly invites Miele to offer a range of royal experiences to its residents. Club Marinella invites a number of internationally renowned master chefs of Miele regularly to honour the Show Kitchen, which is fitted with the Miele the Alchemie Aurum (gold) series worth over HK\$1 million, with their presence. The brilliant chefs will impart their extraordinary culinary craft and prepare Italian dishes that fully embrace the essence of the Alchemie series. The distinguished residents need only stay indoors to enjoy the delicacies prepared by top chefs.

Green Dining

As more and more people pursue a healthy life, green dining is gaining increased attention. Closely following this new trend to organic dining, "**Marinella**" collaborates with the elite German brand Miele in starting a



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course on “cooking with organic food” taught by star master chefs that introduces categories, nutrition value and benefits of natural organic ingredients, and demonstrates cooking organic dishes that bring healthy and fashionable culinary trends to the awareness of residents of “**Marinella**”.

The Wine and Dine Festival

The residents of “**Marinella**” are always in pursuit of a quality life given their distinguished status. Therefore, “**Marinella**” invites Miele to organise the Wine and Dine Festival. To celebrate a life that combines taste and luxury, well-known sommeliers will also be invited to give professional wine tasting classes and share with “**Marinella**” residents their wine tasting insight, including the categories of wine, how to distinguish flavours in a wine as well as food and wine pairing.

Home Care Services

Miele assigns professional Garment Care & Cleaning Planner teams to share the latest fashion trends and give a hands-on demonstration of the full functionality of Miele’s intelligent washing machine. To adequately treat and maintain different kinds of garments fully matches the eco-friendly ideal advocated by “**Marinella**”.

Granting Miele Lifestyle Exclusive Membership to the distinguished residents of “Marinella”

Besides the themed activities above, the exclusive Miele Lifestyle Exclusive Membership will be automatically granted to “**Marinella**” residents after they move in for the first year. Miele will invite them to attend different monthly themed events in the Miele Private Lounge. They can also get a member discount to participate in multi-experience classes designed by Miele. Moreover, the residents of “**Marinella**” can take full advantage of the wide range of exclusive activities and the best deals offered by Miele.



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About Marinella

“**Marinella**” is a residential development comprising 6 towers of 26 storeys respectively, offering a total of 411 residential units. 1-bedroom duplex, 2-bedroom duplex, 3-bedroom duplex, 3-bedroom simplex, 4-bedroom duplex, 4-bedroom simplex, penthouse unit and garden house unit are available in several layouts. “**Marinella**” is expected to be complete in 2012.

“**Marinella**”’s website: www.marinella.com.hk

About Miele

Miele is a German manufacturer of premium domestic appliances and machines for commercial applications. Founded in 1899, by Carl Miele and Reinhard Zinkann, Miele remains a family-owned and family-run company today.

Since its inception, Miele has zealously pursued a philosophy of Immer Besser or “Forever Better”. It epitomises Miele’s unwavering and uncompromising commitment to quality and innovation, and is applied to every aspect of the company’s products and operations. This dedication to being forever better drives us to constantly seek newer and better ways of contributing to and enhancing the quality of our customers’ lives and is reflected in the legendary quality and durability of our products.

This is why Miele continues to be a trusted, award-winning leader of the industry. In 2009, Miele received the highly coveted Best Brand award for the third year in a row from the GfK Group – Germany’s leading market research company – in recognition of its extraordinary brand strength. And, for the eighth year in a row, Miele was also named one of Europe’s Most Trusted Brands by Reader’s Digest Europe in its annual Trusted Brands consumer survey. In the same year, ten Miele appliances won the Red Dot Design Award and eleven won the iF Product Design Award.

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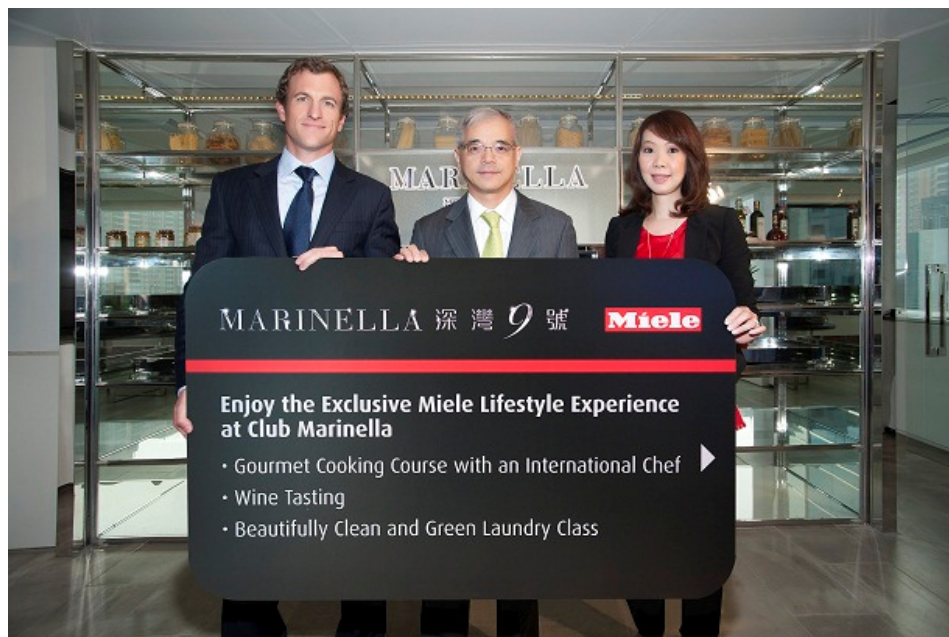
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Photo caption: Mr. Wilson Chan, Director - Sales and Marketing of KWIH (middle), Ms. Kitty Ngan, Assistant Manager - Sales of KWIH(right) and Mr. Richard Green, Head of Marketing and Brand of Miele (Hong Kong) Ltd. (left) said, ‘In collaboration with Miele, “Marinella” offers several luxurious star-rated services exclusively for Marinella’s residents, an exceptionally rare offer in town.’





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Mr. Wilson Chan, Director - Sales and Marketing of KWIH (right), Mr. Richard Green, Head of Marketing and Brand of Miele (Hong Kong) Ltd. (left) and world-class master chef Fabrizio Napolitano (middle) were photographed together in the press conference that introduced the star-rated services offered exclusively to the residents of “Marinella”.

