



Press Release

Far East Organization clinches regional real estate prize

May 21, 2009 – Central, Far East Organization's landmark integrated live-work-play development along the Singapore River, has received the Cityscape Asia Real Estate Award.

The Cityscape Asia Real Estate awards pay tribute to those to have made significant contributions to Asia's progress in the real estate sector, Participants hail from all across the region, and a panel of international judges rates each project on its contribution to world architecture, culture, invention and imagination, respect for the people, environmental awareness, among others.

Central's strong design qualities, sensitivity to the surrounding environment and urban community, flair and intelligence in its relevance to the present and future needs of the community, environmental responsibility and future sustainability contributed to its win in the Best Mixed-Use Development (Built) category.

Located in the city centre, at a 1.3 ha landmark site above the Clarke Quay MRT station along the historic Singapore River, it was designed to integrate the diverse functions of real estate (habitation, lifestyle, business, community and transportation connectivity) in one complex. Central pioneered the Small Office Home Office (SOHO) concept in Singapore. These units have full flexibility in commercial and residential usage, offering users the combination of a work environment with the comforts and convenience of home.

Central has two towers of Small Office Home Office (SOHO) units, a 25-storey office tower with New Age Offices as well as regular office units with large floor plates, a retail podium with riverfront F&B outlets, a sky garden and recreational facilities, full public amenities and a community hub.

The Cityscape Asia win comes back to back with Far East Organization's clinching one of the real estate industry's most coveted prizes, the Fiabci Prix d'Excellence award today (may 21) for its luxury condominium project, Orchard Scotts, and Construction Excellence award from

Singapore's Building and Construction Authority for Icon, a stunning residential project in the heart of the CBD.

The Fiabci win marks the 5th time Far East Organization has earned top prize at the international awards – the only developer in the world to have ever done so.

Please visit <http://www.thecentral.com.sg> and <http://www.fareast.com.sg> for more information.

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For media clarifications and high-res pictures, please contact

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About Far East Organization

Far East Organization is the largest private property developer in Singapore, and one of the biggest players in Asia, with a growing reputation for building innovative and functional spaces, and providing high quality experiences and value for its customers. Far East Organization has been contributing to the transformation of Singapore's urban landscape. It has built more than 700 developments across the full spectrum of real estate in the residential, hospitality, commercial, and industrial sectors. Far East Organization owns and operates the largest corporate leasing and hospitality portfolio in Singapore, including six hotels and 11 serviced residences with over 1200 apartments. In addition to its private development and investment arm, Far East Organization also has two public-listed companies, Orchard Parade Holdings Limited, a hotel and property group, and Yeo Hiap Seng Limited, a 109-year-old industry pioneer of food and beverage products in Southeast Asia.