

P R E S S R E L E A S E

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Hang Da Galleria to start short-term leasing

Hanoi, 14 December, 2010 – CB Richard Ellis (Vietnam) hosted a media launch to announce Hang Da Galleria's short-term leasing program. The project has attracted significant attention due to cooperation with special consulting management from Singapore, Malaysia and France.

Lucidity Pte Ltd (Singapore, Marketing and Branding Agency), Retail Analysys (Malaysia, Management Consultancy), and Archetype (France, Interior Design for Shopping Centers) join the project to develop the modern shopping center and start leasing short-term for retailers. Currently CBRE has provided commercial management consultancy, management consultancy; also offered marketing services and exclusive retail services for the shopping center.

Hang Da Galleria totals 5 floors and 2 basements, including traditional market (from B1 to Level 1) and a modern shopping center (from Level 2 to Level 5). The traditional market came into operation during October 2010. The opening day of the modern shopping center is expected to come on April 1st 2011.

Under the new city development plan to transform the traditional markets into modern shopping centers, Hang Da Galleria offers separate entrances to the market and high end shopping zone, complementing each other well. A formulated tenant mix of mid-range to high-end segments in modern shopping center offers retailers invaluable opportunities for short-term leases.

Hang Da Galleria opens the new door to new world of modern shopping style right in the heart of Old Quarter to be enjoyed by both locals and in-and-out visitors to the city. The property is sure to become an iconic address for retail, service, leisure and entertainment businesses.

According to Mr. Richard Leech, Executive Director of CBRE: "Until 2010, there was limited supply of new shopping centers in the CBD due to restrictions of large developments. Hang Da Galleria redressed this balance in style.

The shopping center, located right in the heart of crowded high income population area and tourist destination, offers superb opportunities to retailers and shoppers. We are delighted to work with the international-standardized consultants to support this special project, and bring a new concept to Hanoi".

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