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Press Release

Urban Group receives Prime Award for the Best Brand Enterprise in Greater China 2007

or immediate release

Hong Kong, 23rd January 2007

Urban Group has recently received the **Prime Award for the Best Brand Enterprise in Greater China 2007**, launched by Prime Magazine, a monthly finance and business magazine in Greater China. This recognition reflects the success of Urban Group in best-in-class brand management and successfully established its reputation in the Greater China market.

Over the years, Urban Group has been striving to achieve its corporate vision of providing quality real estate service in Greater China and the Asia Pacific Region. As early as 1994, Urban Group has become the pioneer in China property and facility management industry to form “Guangzhou Urban Property Management Limited”, providing professional management, consultant and training services for practitioners in the mainland, with the ultimate goal of upgrading the real estate service quality of the property and facility management industry in China.

The Award Presentation Ceremony was held on 10th January 2007, at Marco Polo Hong Kong Hotel in Tsim Sha Tsui. The Award aims to promote the best practices of brand management and recognize companies that contribute to economic development of Greater China. All the winners were strictly evaluated by a team of professional judges according to 4 selection criteria: company reputation; corporate development and continuous improvement; brand management; and innovation. The panel of judges include Mr. Paul Yin BBS, Chairman of the Hong Kong Brand Development Council, Mr. Wilson C Kwok, Chairman of CEPA Business Opportunities Development Alliance, Dr. Eddy Li, President of Hong Kong Economic and Trade Association and Professor Leo Sin, Department of Marketing, Chinese University of Hong Kong.

Dr Edmond Cheng, Managing Director of Urban Group revealed, “The brand legend of Urban Group originates from our management of Mei Foo Sun Chuen since 1966. We very much treasure and protect our 40-year brand heritage to further enhance our competitive edge in Hong Kong and the Greater China market. It is our pleasure to receive this admirable honour which not only help enhance brand awareness of Urban Group in Hong Kong and Greater China market, but also our staff’s morale and customers’ confidence towards our brand.”

“Entering to the 21st Century, the real estate industry is rapidly developing in the Greater China region which definitely favours the business expansion of Urban. We will bring in our well-established work systems and expertise to the region and provide a professional learning ground for the practitioners in the real estate service industry in China.” added **Dr Edmond Cheng**.

Urban Group, a member of NWS Holdings Limited (0659), is the Premier Property Asset and Facility Management Company in Hong Kong. It is now managing over 200 projects in the territory and serving a total of 1,000,000 people in Hong Kong.

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Should you need further information, please contact Mr Bevis Leung, Senior Group Manager - Marketing Services of Urban Group at 2626-7899 or e-mail to bevisleung@urban.com.hk.

NWS Holdings Limited (“NWS Holdings”, Stock code: 0659.HK), the infrastructure and service flagship of New World Development Company Limited (Stock code: 0017.HK), embraces a diversified range of businesses in Hong Kong, Mainland China and Macau. Its Infrastructure portfolio includes Energy, Water, Roads and Ports projects. Its Service & Rental division comprises Facilities Rental (the management of Hong Kong Convention and Exhibition Centre and ATL Logistics Centre), Contracting (Hip Hing Construction Group and NWS Engineering Group), Transport (New World First Bus, Citybus and New World First Ferry), etc.

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Dr Edmond Cheng, Managing Director of Urban Group (middle) and Mr K M So (left) receive the “Prime Awards for the Best Brand Enterprise in Grater China 2007” from Mr Mile Cheng, Chief Executive Officer of Prime Magazine (right).

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富城集團 2004區主會榮譽 - 白金大獎得主 • 2003香港優質管理獎 - 大獎得主 • 2003亞洲最佳僱主 - 香港得主 • 2003香港最佳物業管理公司 • 2002-04商界展譽公司獎項得主 • 2002香港環保企業金獎得主 • 2002 46項國際優良網站得主

Urban Group 2004 Employers Gold Star Award - Platinum Award • 2003 HKMA Quality Award - Overall Winner • 2003 Best Employers in Asia - Hong Kong Award
• 2003 Hong Kong Best Property Management Company • 2002-04 Caring Company Award • 2002 Eco-Business Gold Award • 2002 46 Web Care Awards