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## Press Release

Utilizing its social network to appeal for donations

# Urban Group joins hand with United Nation's Children Fund (UNICEF) to raise fund for Sichuan earthquake victims

For immediate release

Hong Kong, 21st May 2008

The Richter magnitude scale level 8 earthquake that rocked most places of the Sichuan province in Mainland China happened on the 12<sup>th</sup> of May has already claimed over 40,000 lives with over hundreds of thousands of people seriously injured. The earthquake has brought devastating damage to many people's homes and the relief work would be unprecedented.

To contribute its efforts to help the victims, Urban Group has lined up with the United Nation's Children Fund (UNICEF) to place donation boxes in its over 200 managed properties starting from 17<sup>th</sup> May 2008, appealing to its customers for lending support to the victims. Urgent notices have been displayed at all notice boards and public areas including the tower lobbies of respective properties appealing for donations from the customers to UNICEF, together with a list of other donation channels and relevant information, hoping to raise as much funds as possible to assist in the relieving work after the earthquake.

**Dr Edmond Cheng, Managing Director of Urban Group** emphasizes that, "As Hong Kong's Community Manager, we are deeply sorrowed for the lost of lives and the enormous damage brought by the quake. We hope that we can appeal for more donations to the earthquake victims through our service network with over 1 million customers."

**Dr Edmond Cheng** continues, "Apart from initiating the fund raising campaign in our managed properties with UNICEF, we also support our parent company – New World Group's appeal to mobilizing donations from our staff to the misfortunes by collecting their contributions through the donation box located at each department."

Urban Group, a member of NWS Holdings Limited (Hong Kong Stock Code: 0659), is the Premier Real Estate and Facility Management Services Group in Hong Kong. Currently, the Group manages 230 projects territory-wide and serving 1 million 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 2626-7898 or e-mail to [bevisleung@urban.com.hk](mailto:bevisleung@urban.com.hk).***

Urban Group is a member of NWS Holdings Limited. NWS Holdings Limited ("NWS Holdings", Hong Kong stock code: 0659), the infrastructure and service flagship of New World Development Company Limited (Hong Kong stock code: 0017), embraces diversified range of businesses in Hong Kong, Mainland China and Macau. Its **Infrastructure** portfolio includes Roads, Energy Water 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* and *NWS Engineering*), Financial Service (*Taifook Securities* and *New World Insurance*) and Other Services (*New World First Bus*, *Citybus* and *New World First Ferry*).

富城物業管理有限公司 Urban Property Management Limited

總辦事處 Head Office : 香港九龍九龍彌敦道8號芝士大廈中心16樓 16/F., Chevalier Commercial Centre, 8 Wang Hoi Road, Kowloon Bay, Kowloon, Hong Kong.  
電話Tel: (852) 2626 7333 傳真Fax: (852) 2626 7700 網址Website: [www.urban.com.hk](http://www.urban.com.hk)