



Press Release

Fulfilling Urban Olympic Year Corporate Strategic Focus

Urban Property Management under New World Group supports 2008 Beijing Olympic Games

For immediate release

Hong Kong, 2nd May 2008

Urban Group, a member of NWS Holdings Limited and the wider New World Group, follows the directive of its parent companies and resonances the appeal of the society to support the 2008 Beijing Olympic Games by inviting all of its 3,000 employees to wear in red today (Friday, 2nd May 2008) to help promote the Olympic Spirit.

Urban Group is the Premier Real Estate and Facility Management Services Group in Hong Kong, which operates 230 regional offices serving some 1 million people throughout the territory.

According to **Managing Director of Urban Group Dr Edmond Cheng**, “We resonance and follow our parent company New World Group to support the 2008 Beijing Olympic Games. Moreover, we have stipulated our Corporate Strategic Focus for 2008 to be ‘**The Urban Olympic Year**’. Our aim is improve our management service standard through promoting the Olympic Spirit of ‘Striving for the Best’ so that our customers as well as the general public in Hong Kong can enjoy our quality services.”

“Urban started our Total Quality Management journey in 1997 to continuously improve our service quality to exceed our customers’ expectation. This working mission aligns with the Olympic Spirit.” Said **Dr Edmond Cheng**.

Dr Cheng reiterates, “As Hong Kong’s Premier Community Manager, we very much hope that we can help promote and spread the Olympic Spirit to our customers and the community with our huge service network in Hong Kong.”

Urban Group, a member of NWS Holdings Limited (Hong Kong Stock Code: 0659), is the Largest Real Estate and Facility Management Services Group in Hong Kong. The Group is currently managing 230 projects territory-wide and serving 1 million people in Hong Kong.

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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 a 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 Services (*Taifook Securities* and *New World Insurance*) and Other Services (*New World First Bus*, *Citybus* and *New World First Ferry*).

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