



STAR HALL
匯星

Press Release **【FOR IMMEDIATE RELEASE】** (2 Pages)

24 July 2007

Sandy Leads the First Concert @ Star Hall
- The World Class Concert Venue that is about to Shine

Snapshots of this activity can be downloaded at the following website after 5:00 p.m.:
www.ultrafuture.com.hk/starhall

(July 24, 2007. Hong Kong) Building on the extensive experience of HITEC on hosting successful concerts, public event and exhibitions, and the growing demand on quality venue, with intensive market and industry research; benchmarking world class venue, Star Hall – the best of its kind is about to unveil.

World Class Artist

The 30,000 sq ft. Star Hall will launch in November, we are honored to have Sandy Lam leading the first concert starting November 9, 2007. With pleasure, Josephine Lam, Director of Marketing & Sales, HITEC has invited Ms Sandy Lam and Parco Wong to join us here to announce this very special occasion.

Star Hall – Best of its Kind

The 130 million dollar project is designed to house 3,600 persons. Adding Star Hall, we can host six big simultaneous events in HITEC. “The design of Star Hall will allow performing artist to have intimate interaction with the spectators, with our world class facilities; Star Hall is destined to be a leading world class venue for world class concerts and events,” Ms Josephine Lam, Director of Marketing & Sales, HITEC said.

“With the optimum Acoustic and Visual concepts in mind, Star Hall had been designed and engineered to host concerts, exhibitions, ceremonies and public broadcasting events. The rectangular shaped Star Hall allows the greatest flexibility in terms of staging arrangement. The Center Stage and the East Stage arrangement can both be adopted with the support of the seating plan, acoustics and rigging system.” endorsed by Ms Audrey Mak, Senior Architectural Designer.

Everything At Star Hall Counts – From our External Wall to Other Facilities

Every big and small things count at EMax. Our external wall is used the advanced material to be its main resources for the construction of the Hall, which make Star Hall sound effect more sharp and outstanding as being a soundproof function hall. It provides the most professional and advanced site for all super stars or bands around the world. This very beautiful color, the “Star” shines even better together with “The Symphony of Lights”.

Star Hall has the best supporting facilities at arms length. With EMax as un-separable partner, spectators can enjoy one-stop entertainment and shopping experience before or after shows at Star Hall and other HITEC facilities.



STAR HALL
匯星

Star Hall will stride together with the entertainment business in Hong Kong; bringing in the best show ever, playing a critical role on facilitating the entertainment business to the next high level.

Convenient Transportation to EMax

EMax provides customers with free shuttle bus service to and from the mall, helping them to get to EMax as swiftly as possible. Besides, the transportation network surrounding EMax is also very well-developed. Customers can choose to go to EMax by a number of public transportations, such as the MTR, minibuses and buses. Meanwhile, for the convenience of drivers, EMax provides 700 parking spaces for them if they wish to drive their own car to EMax. From now on, drivers can further enjoy parking discounts up to 3 hours of free parking.

EMax (www.emaxhk.com)

EMax stands for “Entertainment Maximized”. The letter “E” also means “Energy”, “Extraordinary” and “Exhibition”, referring to the unlimited enjoyment it will bring to all fun-loving people who aspire to an energetic, exciting and entertaining lifestyle.

EMax breaks through the framework of ordinary shopping malls to offer a vibrant new landmark in East Kowloon with unique character all of its own. Composed of nine floors of the former Hong Kong International Trade & Exhibition Centre— B3, B2, B1, G/F to 6/F, EMax occupies 900,000 sq ft. Anchor tenants of EMax include Hong Kong Bowling City with 48 lanes, Kowloon Bay Integrated Auto Mall with over 250,000 sq. ft. of motor cars, and the 200,000 sq-ft Premier Home Forum. A unique performance hall “Star Hall” is under construction. It can accommodate to a maximum audience of 3,600. Please visit EMax official website www.emaxhk.com for details.

— END —

This Press Release is distributed by ultra future Ltd for and on behalf of Star Hall. For further enquiries or more information, please contact:

EMax Promotions Dept

Tippy Leung
Tel: (852) 2620-2893
E-mail: tippyleung@hhlmail.com

Chloe Leung
Tel: (852) 2620-2895
E-mail: chloeleung@hhlmail.com

ultra future Ltd

Tim Lau
Tel: (852) 9345-0067 / 3106-8016
E-mail: tim@ultrafuture.com.hk