

MEDIA RELEASE

PAVILION KUALA LUMPUR AWARDED WORLD'S BEST RETAIL CENTRE



Pavilion Kuala Lumpur (pic above) has been awarded the prestigious FIABCI Prix d'Excellence Award 2009 in the Retail Category, in which 26 other international entries were also vying. The award gives recognition to projects that excel in the areas of architecture and design, development and construction, community benefits and environmental impact, retail mix, financial and marketing.

At a reception on 29 May, held to celebrate the achievement, Ms. Lisa Kurrass, FIABCI World President, presented the award to YBhg Datin Cindy Lim, Deputy Chairman of Pavilion Malaysia. Also present were Minister of Federal Territories, YB Dato' Raja Nong Chik Dato' Raja Zainal Shah, who officiated the event, as well as YBhg Dato' Ahmad Fuad Bin Ismail, Kuala Lumpur Mayor, YBhg Tan Sri Datuk Seri Zainol Bin Mahmood, Chairman of Urusharta Cemerlang Sdn Bhd,

and Mr Omer Abdulaziz Al Hamed from Qatar Investment Authority, which has a 49% stake in the project.

The win is a fitting tribute to Pavilion Kuala Lumpur's efforts towards providing a world-class shopping experience to visitors. To a larger extent, the award further enhances Malaysia's standing as a shopping paradise in the region.

Since its opening in 2007, Pavilion Kuala Lumpur has become an icon in the Kuala Lumpur city landscape. An estimated 48 million visitors have found their way here, many of them shoppers who have helped give Malaysia's retail economy a major boost.

Today, Pavilion KL is operating at 100% occupancy with a total of 430 tenants over 7 levels and across 1.37 million sq ft nett retail space. Located in the heart of Kuala Lumpur, Pavilion KL is the anchor-piece of a world-class urban development comprising two luxury residential towers, a corporate office block and a boutique hotel. It is the first retail centre to feature sleek and ultra-modern street front duplex stores, home to flagship stores of international designer brands.

Pavilion KL possesses six themed precincts, another first for Malaysia, which comprises of *Gourmet Emporium* - an all-encompassing food haven offering a full-range of dining choices; *Centre Court* - fondly known as the heart of Pavilion KL, this is where events and promotions come to life; *Connection* - the trendy hub that refreshes patrons with its al-fresco ambience; *Couture Pavilion* – home to flagship stores and boutiques of international luxury brands; *HOME* - an entire precinct offering the latest concepts in interior décor for all who love to play mix & match with home and office furnishings, *Seventh Heaven* - the “ladies only” floor offering exquisite pampering and spa services.

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