



News Release

14 November 2011

200 UNITS SNAPPED UP AT THE PREVIEW OF THE PALETTE – ONE OF THE MOST AFFORDABLE CONDOS NEAR MRT

City Developments Limited (CDL) and its joint venture partners, Hong Leong Holdings Limited and Hong Realty (Private) Limited previewed its latest residential development – The Palette, over the weekend to invited guests who had earlier expressed interest in the project.

200 out of the 300 units released (accounting for almost 70%) were sold during the weekend preview, with four out of a total of ten penthouses available for sale, snapped up. The apartments, which come in a variety of configurations, are priced at an early bird average of about S\$870 per square foot, ranging from S\$561,000 for a 1-bedroom unit and from S\$1.8 million for a penthouse.

The strong take-up rate signals further endorsement for the developers' master plan of this private residential enclave, as The Palette is adjoining the developers' successfully sold projects – Livia and NV Residences.

Ideally located in a private estate, within walking distance of Pasir Ris MRT station, and close to White Sands Shopping Mall, The Palette offers a total of 892 units over 12 blocks of up to 14 storeys each, spread over a spacious land area the size of about two and a half football fields.

75% of the buyers were Singaporeans, with Permanent Residents and foreigners mainly from Malaysia and China. There was a good take-up rate for the range of apartment sizes, from 1 to 4 bedroom types. The Palette will be officially launched this coming weekend with new choice units released. The average selling price of about S\$870 per square foot will be sustained for some limited number of units, with marginal increase of 2% for subsequent releases.

Aesthetically arranged to form six interlocking pairs, the apartments sport a unique and pleasing wave formation design that cleverly serves its practical purpose of offering enchanting views for every resident. The north-south orientation of the apartments further optimises exposure to a welcome cooling breeze.

The generously appointed grounds brim with an array of amenities for the enjoyment of all residents of all ages, activity levels and preferences. From a 50-metre infinity pool, aqua gym, an eco-pond, timber boardwalks, a fully equipped playground including a flying fox, buoy pool with moulded spa beds, a tidal pool and even a golf simulator amongst other facilities await residents.

The development further avails itself to its strategic location, which makes it an irresistible investment to savvy property investors. With a number of prestigious educational institutes such as The Japanese School, United World College of South East Asia, Singapore University of Technology and Design, The Palette sits on the catchment of a sizeable number of potential tenants who will want to be close to their children's schools and their place of work.

At least three business hubs – Changi Business Park, Tampines Wafer Fab Park and the Pasir Ris Wafer Fab Park, and Changi International Airport, in close proximity offer The Palette owners the potential to command competitive rental yields.

"We are very pleased with the positive response to The Palette. It is a rare gem that offers a blend of luxury and convenience with expansive space, located near an MRT station, at attractive price points. During the weekend, we saw a good mix of buyers who either purchased the homes for their own stay or for investment as they see good potential for this rapidly transforming prime estate in the east, which is in close proximity to the MRT, key educational institutes and business hubs. We are also pleased to witness buyers of Livia and NV Residences purchasing units at The Palette for investment purposes," said Mr Chia Ngiang Hong, CDL's Group General Manager.

Residents at The Palette can enjoy convenient access to recreational activities at Pasir Ris Park and the exciting Downtown East, as well as an array of other near-by amenities such as IKEA Tampines, Courts and Giant hypermarket, Tampines Mall, Century Square, Tampines 1 and Eastpoint Mall just a short drive away.

The Palette show flat is open from 9.30am to 6.00pm daily.
For sales enquiries, please call the sales hotline at 6583 1811.

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Please refer to the fact sheet enclosed for details on The Palette.
For media queries, please contact:

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The Palette

FACT SHEET

DEVELOPMENT DETAILS																	
Developer	Hong Realty (Private) Limited (In joint venture with City Developments Limited and Hong Leong Holdings Limited)																
Project Name	The Palette																
Location	Pasir Ris Grove / Pasir Ris Drive 1																
Development Layout	12 blocks of 12/14-storey residential apartments with basement car park, swimming pools and expansive communal facilities																
Tenure of Land	99 years leasehold with effect from 20 October 2010																
Site Area	Approx 42,857.2 square metres / 461,315 square feet																
Number of Apartments	892																
Configuration / Sizes	<table border="0"> <tbody> <tr> <td>1-Bedroom:</td> <td>495 – 700 square feet: 50 units</td> </tr> <tr> <td>2-Bedroom:</td> <td>721 – 1,012 square feet: 151 units</td> </tr> <tr> <td>2-Bedroom + Study:</td> <td>872 – 1,206 square feet: 179 units</td> </tr> <tr> <td>3-Bedroom:</td> <td>1,055 – 1,410 square feet: 222 units</td> </tr> <tr> <td>3-Bedroom + Study:</td> <td>1,152 – 1,528 square feet: 183 units</td> </tr> <tr> <td>4-Bedroom:</td> <td>1,378 – 1,798 square feet: 74 units</td> </tr> <tr> <td>4-Bedroom Dual Key:</td> <td>1,399 – 1,798 square feet: 23 units</td> </tr> <tr> <td>Penthouse:</td> <td>2,217 – 2,562 square feet: 10 units</td> </tr> </tbody> </table>	1-Bedroom:	495 – 700 square feet: 50 units	2-Bedroom:	721 – 1,012 square feet: 151 units	2-Bedroom + Study:	872 – 1,206 square feet: 179 units	3-Bedroom:	1,055 – 1,410 square feet: 222 units	3-Bedroom + Study:	1,152 – 1,528 square feet: 183 units	4-Bedroom:	1,378 – 1,798 square feet: 74 units	4-Bedroom Dual Key:	1,399 – 1,798 square feet: 23 units	Penthouse:	2,217 – 2,562 square feet: 10 units
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Recreational Facilities	Arrival Plaza <ul style="list-style-type: none"> ▪ Guard House ▪ Green Feature Wall ▪ Coral Sculpture ▪ Entrance Gateway ▪ Welcoming Deck Club House 1																

**Recreational Facilities
(cont'd)**

- Cascading Waterfall
- Management Office (Basement)
- Residents' Lounge/ Function Room
- Party Deck
- Lawn

Club House 2

- Spa Pod
- Water Cascades
- Aqua Gym
- Changing Rooms with Steam Baths
- Gymnasium
- Activity Roof Deck

Club House 3 (Basement)

- Audio Visual Room
- Golf Simulator

Kid's Pool

- Kid's Pool Deck with Daybeds
- Tidal Pool with Embossed Ocean Life
- Water Play Wet Deck
- Splash Pool
- Tubing Loop

Pool

- Moors Deck
- Buoys
- Buoys Pool with Moulded Spa Beds
- Wet Deck
- Dip Pool with Islands
- 50 m Infinity Pool
- Spa Pod
- Harp Pavilion

Garden

- BBQ with Trellis
- Birds of Paradise Garden
- Hammocks in Exotic Palm Garden

Playground

- Rope Bridge
- Giant Swing
- Flying Fox

Outdoor Fitness

- Fitness Stations
- Meditation Courtyards
- Jogging Track
- Skating Rink
- Tennis Courts

Eco Pond

- Eco Pond with Embankment

	<ul style="list-style-type: none"> ▪ Timber Boardwalk ▪ Eco Pods ▪ Spice Botanics
Estimated Completion	2016

CONSULTANTS	
Architect	Architects 61 Pte Ltd
Project Interior Design	Architects 61 Pte Ltd
Landscape Consultant	COEN Design International Pte Ltd
M&E Engineer	Squire Mech Pte Ltd
C&S Engineer	Parsons Brinckerhoff Pte Ltd

All information contained in the Fact Sheet is current at time of release, and is subject to such changes as are required by the developer or the relevant authorities.

LOCATION MAP

