



AMARA HOLDINGS LIMITED

NEWS RELEASE

AMARA'S 100 AM ACHIEVES 70% OCCUPANCY AHEAD OF MALL'S COMPLETION IN MID 2012

- *Redefining Quality of Inner City Living with New F&B and Lifestyle Brands at 100 Tras Street Singapore*

Singapore, March 1, 2012 – 100 AM (AM pronounced as 'em'), a brand new mall, owned and managed by Amara Hotel Properties Pte Ltd ("AHPPL", subsidiary of Amara Holdings Limited) has achieved 70% occupancy as of March 1, 2012, ahead of the mall's targeted completion date in mid 2012.

100 AM, armed with a new brand positioning statement "Redefining Quality of Life" is the only full-fledged shopping mall in the west-end of the Central Business District. 100 AM aims to create a brand new shopping experience featuring a wide variety of retail, lifestyle and F&B concepts tailored to meet the changing demands and lifestyle requirements in the new vibrant and dynamic hub of Tanjong Pagar.

Said Mr Albert Teo, CEO of Amara Holdings: "100 AM was tweaked from the previous mall to meet the changing lifestyle needs of the entry of urban dwellers in inner city. We are confident that this new mall will be a strong pull for shoppers and residents with strong purchasing power as well as professionals and office workers living and working in the precinct. With its solid base of F&B establishments and retail brands – from fine dining to casual eateries, gourmet coffee to trendy retailers – 100 AM will be the leading dining and retail hub in this part of the city.

“In addition, the Tanjong Pagar precinct redevelopment, together with expected increase in the number of business travellers and tourists to this area are factors that will benefit 100 AM. We believe this new mall is set to take Tanjong Pagar by storm.”

Well-known local and global F&B brands joining the fold include: Cedele, Pagi Sore Indonesian Restaurant, Tossz, Starbucks and Subway. In addition, award-winning and household F&B brand Imperial Treasure’s outlets will please gourmands and the uninitiated with their meticulous attention to details and exact high standards through their culinary creations. They will no doubt pull a strong base of loyal patronage islandwide. For those who enjoy the great outdoors, an alfresco dining area on the ground level at Tras Street will set the tone for a laid-back yet rewarding dining experience in the Central Business District.

Catering to the needs and demands of residents who live, play and work in the precinct are a plethora of household brands/specialty retailers such as FairPrice Finest, Guardian, Watsons, Unity, HOC Watches, Blum & Co, Intimate Closet, Angel Face, Grammy Tailoring, Pet Lover’s Centre as well as Koufu.

A new overseas brand, Tsujiri Tea House, a famous Japanese brand, will be taking up retail space at 100 AM. This 150-year old Japanese Tea House, from Uji, Kyoto will be opening its very first outlet in Singapore. Payless ShoeSource, a large US shoe retailer, will also be joining 100 AM as one of the tenants.

Strategically located within a burgeoning inner city residential and business district with a huge catchment of residential and office crowd and tourists, this 127,000 sq ft mall with four levels of retail space will be a leading retail and F&B destination.

With the new circle line linking to HarbourFront station, weekend shopping will be easier for Singaporeans at 100 AM, as it is located only a few minutes’ walk away from Tanjong Pagar MRT Station and will provide more dining and retail options. New developments including an upcoming mixed-use residential cum commercial project by GuocoLand located around Tanjong Pagar MRT Station will transform this district into a bustling hub for work, live and play.

Letty Lee, CBRE's Director, Retail Services said: "The strong interest from retailers at 100 AM is a good indication of their confidence in a well-located inner city mall. 100 AM's makeover builds on the previous success of the shopping mall. It leverages the popular city residences mushrooming in the Tanjong Pagar vicinity." She also added that retailers will benefit from the ready catchment of residential enclave and that 100 AM stands out as the first full-fledged shopping mall in this precinct. "Going forward, we are currently negotiating with some selective established fashion and novel retail brands to complete the tenant mix for the mall," said Ms Lee.

With the addition of a new supermarket space of 22,000 sq ft at basement one, 100 AM will have a total retail lettable space of 127,000 sq ft.

In addition, the Office Annex (previously known as Amara Corporate Tower) which has another 44,000 sq ft of lettable space is slowly morphing into a lifestyle medical centre with the recent opening of St Andrew's Dental Surgeons, MHC Medical Group and Seacare Medical Centre. It will be renamed '100 AM Medical.Offices'.

100 AM will be completed and scheduled for opening in mid 2012. For leasing enquiries, please contact CBRE, Tel: 6224 8181 or email: property@amaraholdings.com.

About Amara Holdings Limited

Mainboard-listed Amara Holdings Limited (“Amara” or the “Group”), a homegrown integrated lifestyle group, is principally engaged in three business areas, namely, Hotel Investment and Management, Property Investment and Development, and Specialty Restaurants and Food Services.

Hotel Investment and Management

Amara made its debut entry into Hotel Investment and Management with the development of Amara Hotel (“Amara Singapore”) in Singapore in 1986. The Group also broadened its presence with the development of Amara Sanctuary Resort, Sentosa, a boutique resort consisting of 140 beautifully designed guest rooms, Courtyard and Verandah Suites as well as villas, which opened in the second quarter of 2007. This marked the Group’s debut entry into the resort hotels business.

Amara’s solid foundation and established brand name will provide the platform to spur the Group towards its vision of being a leading player in Asia’s hospitality industry.

Property Investment and Development

Amara’s Property Investment and Development operations span across retail, commercial and residential sectors. For each development, Amara aims to deliver creativity and value to its customers. The integration of aesthetics and functionality seen in the Group’s property developments reflects its in-depth understanding of current market trends and needs. Its prized residential development, The Linear, conceptualised to provide a unique suburban living experience at Upper Bukit Timah, underscores the Group’s astute property investment and development capabilities.

Specialty Restaurants and Food Services

The Group’s entry into Specialty Restaurants and Food Services stands strong. This is attributable to its excellent products and personalised service. Amara has developed a portfolio of concept restaurants including Thanying and Silk Road Restaurant. Both Thanying and Silk Road Restaurant have won numerous awards and are choice restaurants in the local dining scene.

APPENDIX 1

OVERVIEW OF TENANCY MIX AT 100 AM – AS OF MARCH 1, 2012

Supermarket

FairPrice Finest – FairPrice Finest is a leading top quality supermarket offering valet service and home delivery. FairPrice Finest offers a wider product assortment, value-added services and a more conducive shopping environment. FairPrice Finest is aimed at bringing the fine life closer to shoppers.

Foodcourt, Café, Restaurant, Bakery

Koufu Food Court

Cedele – A personalised café by Ms Yeap with a strong emphasis on all things natural and organic. Established since 1997.

Imperial Treasure Noodle House and Imperial Treasure Bakery – The award-winning Imperial Treasure Restaurant group is a well-established and hugely popular Chinese chain in Singapore.

Pagi Sore Indonesian Restaurant – A restaurant serving authentic Indonesian cuisine with great reviews.

Starbucks – Well-known global coffee chain with numerous outlets all over Singapore.

Subway – Well-known international F&B brand with a reputation for healthy sandwiches and salads.

Tossz Café – This is the Group's 2nd outlet in Singapore. Well known for its salads, sandwiches and wraps.

Tsujiri Tea House – founded since 1860 in Uji, Kyoto, Japan, Tsujiri Tea House promotes the famous Uji Green Tea. Its Green Tea-based menu features drinks, soft ice cream, ice parfait as well as merchandises. Tsujiri Tea House will be opening its first outlet in Singapore at 100 AM.

More retail brands

HOC Watches

Guardian Pharmacy

Payless ShoeSource

Watsons Personal Care

Unity Pharmacy

Unimax Stationery

Fashion Apparels – M&M and Moises

For a list of more retail, lifestyle and fashion brands committed to 100 AM, please contact CBRE, Tel: 6224 8181 or email: property@amaraholdings.com.

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