

PACE showcases “Discover PACE” with great promotional campaign for “The Ritz-Carlton Residences, Bangkok” of MahaNakhon and “Saladaeng Residences”

Boosting sales before adjusting the prices next year; signalling bright future for super luxury residential market

Bangkok, Thailand, 2 September, 2010 – PACE Development Co., Ltd., the leader in the super-luxury property segment with highest quality developments “The Ritz-Carlton Residences, Bangkok” at MahaNakhon and “Saladaeng Residences” showcases ‘**Discover PACE**’ event at **Hall of Fame, Siam Paragon from 1-7 September, 2010** offering promotions to clients and investors to stimulate sales of both developments before adjusting the prices next year.

“The objective of organising this event is to offer special promotions to our ‘Ritz-Carlton’ and ‘Saladaeng Residences’ clients before year end,” said **Sorapoj Techakraisri, CEO, PACE Development**. “The special promotions for both properties are offered for limited time only so that our clients and investors can make their selection before we adjust prices next year.”

“Pricing for the super luxury residential segment in Bangkok is expected to increase in 2011 as developments including Saladaeng Residences and two other projects on Sathorn and on Rajadamri Roads will be finishing next year. Compared to the luxury residential segment, for the first time customers will experience the difference of super luxury with a new standard of quality and detailing. It is expected that pricing for these super luxury projects will increase dramatically in the near future as supply is still very limited (around 400 units) compared to more than 10,000 units in the luxury residential market category. Prices for Thailand super luxury residential segment is still considered inexpensive compared to other markets like Hong Kong, Singapore, and China and the market is now seeing interest from abroad strongly returning to Bangkok. Therefore, now it is the best time to buy for buyers and investors,” added Sorapoj.

Special campaign of The Ritz-Carlton Residences, Bangkok in the landmark mixed-use MahaNakhon Development includes;

Special privileges for Paragon Platinum M card members:

- X15 M Points for grand opening event evening registration (Sept 1, 6-9 pm) and reserving by Sept 7, 2010*
- X10 M Points for reserving a Residence between 2-7 Sept, 2010*

Additional Promotion:

- Exclusive David Collins furniture package valued at 5-30 million THB
- Special Ritz-Carlton gift package worth 300,000 THB*



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Special promotion of Saladaeng Residences includes;

- Special price for a limited number of residences offered during Discover Pace event period at Siam Paragon only
- Special terms of payment with 10% paid upon signing the contract and remaining 90% to be paid upon the transfer (May-June 2011)
- Complimentary 5 star hotel membership card

The Ritz-Carlton Residences, Bangkok, is a super-luxury residential development, part of the landmark MahaNakhon mixed-use development between Silom and Sathorn Roads comprising 194 highly-customised single-level and duplex homes range from 120 square meters to 850 square meters and comprise a mix of two-to-five bedroom homes and penthouses with ceilings up to 3.4m in simplexes and over 7m in duplexes, providing expansive panoramic views. The Residences will be managed by The Ritz-Carlton, renowned for its legendary high standards of service. Prices starting at 190,000 THB per square meter.

Saladaeng Residences is a super-luxury residential development located in one of Bangkok's sought-after residential areas; Soi Saladaeng 1 connected to the three central business district roads – Silom, Sathorn and Rama IV offering a relaxing ambience for privacy and quality of life. Saladaeng Residences is a 25-storey building with 5 basement levels. Just 132 units include one, two and three bedrooms ranging from compact 60 square meters to a spacious 393 square meter penthouse. Prices range from 150,000 - 260,000 THB per square meter, with units starting at approximately 10 million baht. Project value is 2,500MB set on 584 sq. w.

PACE Development is a project management company set up to plan, launch, project manage and market PACE JV projects. To date, PACE projects include Ficus Lane, Saladaeng Residences, and MahaNakhon with the main shareholders being the Techakraisri family, co-founders of public company LPN. The management team with more than 25 years of property development experience has proven success already with Ficus Lane, Bangkok's first resort styled boutique condominium in Soi Sukhumvit 44/1 launched in 2004.

The Ritz-Carlton Residences, Bangkok Sales Gallery at MahaNakhon Pavilion is open from 10.00am – 6.00pm every day by appointment at 02-234-1414. More information available at www.rct-bangkok.com and www.maha-nakhon.com

The Saladaeng Residences show gallery is now open on the 1st floor of U Chu Liang Building, Rama IV Road, with CB Richard Ellis as the sole agent for the property. Construction has commenced in August 2008 and is expected to be complete by June 2011. For further details please call 0-2632-4700 or visit www.saladaengresidences.com

Notes to the editor

*Reservation is refundable within 15 days of reservation date; paragon points and gift valid upon the signing of contracts

About PACE Development

PACE Development is Thailand's leading high-end property developer focusing on luxury residential and hospitality developments that feature world-class design and quality standards. It is backed by the expertise and experience of the Techakraisri family and the extensive property development experience of the management team has more than 25 years of property development experience. The



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company's vision is to introduce new trends to the market, improve the landscape, and redefine urban living standards. More information about PACE Development is available at www.pacedev.com

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