



Swiss Development Group SA wins a Europe and Africa International Property Award in Association with CNBC Arabia

Geneva, 19th August 2009 – Swiss Development Group has won a European Property Award in the category of “Best redevelopment in Switzerland” for its project “Du Parc Kempinski Private Residences”, in the Europe and Africa International Property Awards in Association with CNBC Arabia. Based in the Lake Geneva region, Switzerland, the former Hôtel du Parc, built in 1906 in the architectural mould of the Grand Hotels will see 140 of its rooms converted into 24 “beyond luxury” private apartments in the Belle Epoque style.

Strategic partners for this project include architect and interior design firms BBG-BBGM, famous for the W Hotels and award-winning landscape architects EDSA. Many luxury brands will also be involved including Davidoff for the cigar lounge, Givenchy for the private spa, and Crestron Electronics for cutting-edge integrated appliances. Innovative lifestyle facilities will include five star hotel services provided by Le Mirador Kempinski Mont-Pelerin and international concierge services by Quintessentially.

Nicolas Garnier, Chief Executive Officer, Swiss Development Group commented: “We are really pleased with this accolade because it shows that our fresh outlook on the scope and depth of luxury living has been understood.” “Our properties will be like *haute couture*, exclusive and with high attention to detail and finish,” he added.

Swiss Development Group was created in 2007 to invest in, and to develop high-luxury, landmark real estate projects, including five star condominium hotels and private hotel residences in both Switzerland and abroad. Other projects, either existing properties, or exceptional land opportunities are already underway.

The winners of the European & African Property Awards 2009 in association with CNBC Arabia have been notified and will be presented with their awards on October 16th in London. The European & African Property Awards are part of the International Property Awards, a competition dedicated to finding the best real estate professionals across the globe. The highest scoring winners from the European & African Property Awards will compete end of 2009 against other winning companies from Asia Pacific and Americas to find the World Best in each category.

Swiss Development Group SA invests in and develops high-luxury, landmark real estate projects, including five star condominium hotels and luxury private hotel residences in both Switzerland and abroad. The company was created in 2007 to serve a niche property market not available currently in Switzerland, but proven to be in demand in other countries. Swiss Development Group partners with prestigious hotel groups such as Kempinski Hotels and leading luxury architects and designers. By redefining the scope and depth of luxury property development the company creates the ultimate lifestyle options for clients. For more information, visit: www.sdg.ch and www.du-parc.ch

Press contact:

Cristina Broch, Cohn & Wolfe public relations

Tel: +41 22 908 4075 / cristina.broch@cohnwolfe.com