

## Shanghai World Financial Center Observatory Celebrates 1<sup>st</sup> Anniversary with recognition of *Highest Observation Deck* by Guinness World Records

-- Park Hyatt Shanghai is also recognized as *Highest Hotel in the World*

(Shanghai, China, August 27<sup>th</sup>, 2009) The Shanghai World Financial Center Observatory (hereafter referred as the 'SWFC Observatory') is celebrating its 1<sup>st</sup> anniversary with a unique birthday gift – an entry in the Guinness World Records Book as the highest observation deck.

Attracting visitors from all continents, the SWFC Observatory provides one of the world's most unforgettable visual experiences, which is exactly 477.96 meters above sea level on the building's 100<sup>th</sup> floor. In addition, Park Hyatt Shanghai, which occupies the 79<sup>th</sup> to 93<sup>rd</sup> floors of the SWFC, was officially recognized as the highest hotel in the world by Guinness World Records.

Today, Mr. Craig Glenday, Chief Editor of the Guinness World Records Book, came all the way from London to visit the SWFC Observatory, and presented the two World Records Certificates to Mr. Akio Yoshimura, President of Shanghai World Financial Center Co., Ltd. The official from the Shanghai Tourism Bureau was also present at the ceremony. Meanwhile, Mr. Yoshimura extended his gratitude to visitors from across the world for their support of the SWFC Observatory.



(Middle: Mr. Akio Yoshimura, President of Shanghai World Financial Center Co., Ltd.)

As part of the celebration, the SWFC Observatory also announced the opening of its photo contest. Photographers are invited to present their unique perspectives, either looking out from the SWFC Observatory or looking towards the soaring architectural achievement. From August 30<sup>th</sup> to October 20<sup>th</sup>, the SWFC Observatory will collect competition entries on its website, and will allow people to vote on their favorite entries. Winners will be decided by a panel consisting of professionals from the China Photographers Association and special guests invited by the SWFC Observatory. The winning works will be displayed at the SWFC Observatory. **(Please refer to the official website <http://www.swfc-observatory.com/en> for more details).**

The SWFC Observatory is also honored to attend another special event of Expo, which will collect one million photos from member of the public of young smiling faces. From August 29<sup>th</sup>, 2009 to January 17<sup>th</sup>, 2010, the SWFC Observatory will set up a special collecting station from 2 p.m. to 4 p.m. on weekends, and will provide a great opportunity for people around the world to contribute to the Expo.



(Shanghai World Financial Center - Sky Walk 100 - Height: 477.96 meters above sea level)

## Media Information:

### About Shanghai World Financial Center

Situated in Lujiazui Finance and Trade Zone in Pudong New Area of Shanghai, the Shanghai World Financial Center, as one of the world's highest mix-use complexes, formally announced its grand-opening in October, 2008.

### About Shanghai World Financial Center Observatory

#### 1 . Facility Introduction:

**Sky Walk 100    Height: 474m** (477.96 meters above sea level)

Spanning 55m and located 474m above ground, the Sky Walk 100 is the world's highest observation deck. Walking on the transparent-glass-floor walkway, visitors will experience the feeling that Shanghai lies at their feet, whenever they arrive from sunrise to sunset or for the glittering lights at night time.

**Sky Walk 97    Height: 439m**

Like a bridge across the sky, the Sky Walk 97 makes visitors feeling like walking in the sky. The open design roofed with glass helps them take the freshest air, reach the blue sky and white cloud.



### **Sky Arena 94    Height: 423m**

With a unique and extensive view of Shanghai, the Sky Arena 94 has a floor area of about 750 square meters with a clear ceiling height of 8 meters. It is available for prestigious occasions including high profile corporate events, luxury product launches, glamorous fashion shows, celebratory banquets and special gala evenings against the beautiful panorama of the Huangpu River.

### **2 . Operational Information:**

Open Hour : 8 a.m. ~ 11 p.m. (Admission until 10 p.m.)

Address : No.100, Century Ave., Pudong New Area, Shanghai, China

Tel : +86-21-5878-0101

URL : [www.swfc-observatory.com](http://www.swfc-observatory.com)

### **3 . 1<sup>st</sup> Anniversary Promotional Events:**

#### **a. SWFC Observatory Photo Contest**

Official Website: <http://www.swfc-observatory.com/photocontest>

(Entry available by Chinese language only)

#### **b. Free Souvenirs**

Date: August 29<sup>th</sup> (Sat) – September 6<sup>th</sup> (Sun)

Visitors to the SWFC Observatory will be given a finely-made 1<sup>st</sup> anniversary badge, sharing its gratitude and best wishes. (50,000 limited)

#### **c. 'Pass the Thanks'**

Date: August 30<sup>th</sup> (Sun) – September 30<sup>th</sup> (Wed)

In this month, visitors can send out official souvenir postcards from the SWFC Observatory, and the recipient will be able to enjoy a 20 percent discount for the 100<sup>th</sup>-floor deck adult ticket and get a free gift by just showing the postcard. The SWFC Observatory invites everyone to join in the activity of "Pass the Thanks", helping extend the unique joy and happiness.

### **About Park Hyatt Shanghai**

Occupying the 79th to 93rd floors of the Shanghai World Financial Center (SWFC) in the heart of Lujiazui business district in Pudong, Park Hyatt Shanghai promises breathtaking views over the Huangpu River and the city skyline. This sophisticated modern Chinese residence offers personalized peerless service and elegantly designed facilities, featuring 174 guest rooms, a range of restaurants featuring European, Western, Chinese and Japanese cuisines, as well as exclusive meeting space and private dining rooms. Since its opening last year, Park Hyatt Shanghai has gained numerous awards and accolades by some of the world's most prestigious publications and organizations. Very recently, Park Hyatt Shanghai has been bestowed the award of "Hotel of the Year 2009" by *Virtuoso* and *Virtuoso Life* magazine and "Best Business Hotels 2009" by *Wallpaper\** and *Fortune* magazines.



## **Media Contact**

### **Shanghai World Financial Center**

Mori Building China (Shanghai) Co., Ltd.

Media Relations

Mr. Michiho Kishi / Ms. Milly Yu

TEL: +86 21 3867 2288

FAX: +86 21 3867 2101

E-mail: [mr@mori-building.com](mailto:mr@mori-building.com)

URL: <http://www.swfc-shanghai.com>

### **SWFC Observatory**

SWFC Observatory,

Planning Department, Market Communication

Ms. Milan Zhu

TEL: +86 21 6877 9497

FAX: +86 21 5878 0319

E-mail: [zhu.milan@mori-building.com](mailto:zhu.milan@mori-building.com)

URL: <http://www.swfc-observatory.com/en/>

### **Park Hyatt Shanghai**

Park Hyatt Shanghai

Media Relations

Ms. Johnnie Huang

TEL: +86 21 3855 1504

FAX: +86 21 6888 3400

EML: [johnnie.huang@hyatt.com](mailto:johnnie.huang@hyatt.com)

URL: <http://www.parkhyattshanghai.com>

