Press Release

August 28, 2008
Mori Building Co., Ltd
Shanghai World Financial Center Co., Ltd

The Shanghai World Financial Center, a New Magnet for Global Commerce, is Unveiled in Shanghai, China

The Shanghai World Financial Center (SWFC), the world's highest mix-use complex will throw open its doors to the world and begin formal operations this week. Situated in Lujiazui Finance and Trade Zone in the Pudong New Area of Shanghai, the heart of the city's thriving financial district, the new building stretches to a height of 492 meters and boasts 101 storeys, making it by some margin the tallest building in Mainland China.

Conceived as a new fulcrum for financial and information exchanges across the Asian region, the Shanghai World Financial Centre merges state-of-the-art technology with the unrivalled knowledge and experience of the companies behind the project.

The landmark structure was developed with strong support from the Chinese government and the municipal authorities of the city of Shanghai, and also benefited from the enormous contribution made by a consortium led by the China State Construction Engineering Corporation and the Shanghai Construction (Group) General Company. Their skills and expertise in construction were vital in bringing to completion such an ambitious and challenging project.

Also playing an integral role were Kohn Pedersen Fox Associates P.C. (KPF), Leslie E. Robertson Associates R.L.L.P (LERA), Shanghai Modern Architectural Design (Group) Co., Ltd. and East China Architectural Design and Research Institute, Co., Ltd. Their vast experience in design and structural engineering helped to create the striking form and distinctive design that makes this building so special. Rounding out the high-profile team is the Mori Building Co., Ltd, who brought to the project their years of experience in corporate planning and operations.

The Lujiazui Financial and Trading Area in Pudong New District, with the new Shanghai World Financial Centre at its heart, has been identified by the Chinese and Shanghai governments as the key zone in their drive to transform Shanghai into an international financial centre. And as the municipal authorities implement even more open financial policies to achieve this goal, the SWFC is ideally placed to cater for the needs of multi-national corporations working in Shanghai. The building offers cutting-edge office

facilities, the world's tallest observatory (474 meters), international standard conference and forum facilities, and media center providing the very latest information from the worlds of finance, culture and the arts. Also operating in the complex is the Park Hyatt Shanghai, offering an international standard of service for global travelers.

As such, the SWFC aims to be a "global magnet", a powerful force at the heart of Shanghai that will help to attract the world's leading talents and shape the future of this dynamic city. As Shanghai strives to become a hub of economy in Asia, the concept of a traditional financial center by demonstrating its unparalleled charm of mixing the functionalities of business, culture and sight-seeing.

On August 30th, the world's highest observatory deck will open to the public. A range of other exciting facilities will open in the months ahead, as the SWFC develops its reputation as Shanghai's most exciting new landmark.

※ In 2008, the SWFC was recognized as the tallest building in two categories of the high-rise building ranking system implemented by the CTBUH (The Council on Tall Building and Urban Habitat): Highest Occupied Floor (474m) and Height to Top of Roof (487m)

【Overview on building】

Building Name	Shanghai World Financial Center
Location	No. 100, Century Avenue, Pudong New District, Shanghai
Project site area	30,000 sq.m
Building site area	14,400 sq.m
Total gross floor area	381,600 sq.m
Number of floors	101 floors above ground, 3 floors under ground
Building Height	492 m
Structure	Steel reinforced concrete structure (SRC) and steel-framed structure (S)
Project Owner	Shanghai World Financial Center Co., Ltd
Project architect & engineer	Mori Building Co., Ltd
Design architect	Kohn Pedersen Fox Associates P.C. (KPF) Irie Miyake Architects &Engineers
Structure engineer	Leslie E. Robertson Associates R.L.L.P (LERA)
Architect of record	Shanghai Modern Architecture Design (Group) Co., Ltd East China Architecture Design and Research Institute Co., Ltd
Constructor	China state Construction Engineering Corporation Shanghai Construction Group

Media Contacts – Ogilvy Public Relations Worldwide

Shanghai

Janet Tsai
Tel: +86 21 2405 1639
Mobile: +86 1381 898 6516
Email: janetcl.tsai@ogilvy.com

Simon Xu
Tel: +86 21 2405 1625
Mobile: +86 1381 830 6651
Email: simon.xu@ogilvy.com

Beijing

Alex Acker
Tel: +86 10 8520 6562
Mobile: +86 1391 061 2493
Email: janetcl.tsai@ogilvy.com

Martin Reidy
Tel: +86 10 8520 6402
Mobile: +86 1369 927 0471
Email: simon.xu@ogilvy.com

Contents of the Press Release

The China Operations of Mori Building and the Genesis of SWFC	P 5
The Ideas that Inspired the Shanghai World Financial Center and Mori Building's Urban Construction Projects	P 6
SWFC – an International Financial Center	P 8
Design and Technology Highlights	P 10
Security and Seismic Design Highlights	P 11
SWFC – Global Magnet	P 13
1. Observatory — SWFC Observatory and Sky Arena	
2. Park Hyatt Shanghai	
3. Conference Facilities—SWFC Forum	
4. Retail Facilities	
Protecting the Environment	P 15
Future Trends of Development in Shanghai and SWFC	P 16

The China Operations of Mori Building and the Genesis of SWFC

1. The History of Mori Building in China

Mori Building Co., Ltd started its research on overseas investment strategy back in the 1990s, carrying out a study tour of major cities around the world. In the course of this tour, the company uncovered huge untapped opportunities for urban developers in China, and began to invest in the country. Its first project in China was the Senmao Building, completed in Dalian in 1996.

Shanghai was also seen as a prime location for development by the Mori Building company. When the Shanghai government identified Pudong New District as the Financial and Trade Center, Mori Building then decided to leverage its expertise in urban development and the development of financial centers to build Shanghai Senmao International Building (now known as HSBC Tower) and the SWFC in the Lujiazui area of Pudong New District in Shanghai. The Shanghai Senmao International Building, completed in May 1998, was at the time recognized as setting a new benchmark for office buildings in China.

2. The genesis of SWFC

As Mori Building's second project in Shanghai, the SWFC broke ground in 1997. The project was suspended in 1998 due to the negative impacts of Asian Financial Crisis on China's economy.

While we were considering the best timing to resume the project, we also revised the design of SWFC in light of the latest requirements of financial institutions worldwide against the backdrop of globalization. Eventually made it the world's tallest 492 meters and 101 storeys building.

During that period, we also revised our plans for facilities within the building, This revision was made with a view to constructing a true "Vertical Garden City" that could serve as a top-tier financial center for Asia and a true landmark for the prosperous city of Shanghai.

Work on the foundations of the building resumed in 2003, and actual construction of the above-ground part began in 2004. This landmark facility was finally completed earlier this year.

The Ideas that Inspired the Shanghai World Financial Center and Mori Building's Urban Construction Projects

1. A Financial Centre for a New Era

- Shanghai has made remarkable progress in positioning itself as a centre for manufacturing, processing and trade in China. However, as China's economy has developed and transformed, Shanghai's focus has shifted from primary industries towards the tertiary sector. As a result, Shanghai has become a city where innovation and creativity drive a vibrant commercial sector.

- As the city grows, the number of people employed in finance, law, accounting and other high value-added sectors will continue to rise. What these professionals need to improve their quality of life is to not have to divide their time between separate zones for work, life and leisure. They require a more compact zone where life and work may converge, an intersection that will enable them to make the best use of their time.

- SWFC, which defines itself as a "Vertical Complex City", accommodates all these functions that modern professionals in this knowledge-base industry require. To this end, the SWFC boasts a premium hotel that makes guests feel at home by providing them with top services. It also boasts observatory facilities that offer sweeping vistas of this booming city, commercial facilities where workers can come together after a long day to relax and unwind, and high-end office facilities capable of hosting the world's leading companies.

2. SWFC, a Magnet for Global Commerce

- The SWFC is not only a financial center - it is a magnet that will attract the cream of talent from all over the world and a centre where information on finance, culture and the arts is gathered from around the globe and disseminated across the city, the country and the region. We call this concept the "Global Magnet". As such, the building is not just place of work; it is a space where innovation thrives.

- To support these ambitions, the facilities in the SWFC include a media centre, where information can be gathered and transmitted and works by leading artists displayed. We are also inviting our tenants to share with us their expertise and the latest business knowledge.

- We are committed to realizing the urban development concept that

informs all of Mori Building's work in Shanghai and elsewhere – the "Vertical Garden City". This refers to our commitment to maximizing the space available below ground while preserving the greenery above ground. In this way, the environmental habitat of the city is preserved, and a more healthy lifestyle is offered to workers in this, the heart of the city's knowledge-based society.

SWFC, an International Financial Center in its Real Name

- Lujiazui Finance and Trade Zone, where SWFC is located, is the only state-level development zone purely focused on “Financial and Trade” in China. It was developed after the Chinese government announced the development of the Pudong area in 1990. Over the past 18 years, it has attracted many of the region’s leading financial institutions, such as the Shanghai Headquarters of the People’s Bank of China and the Shanghai Stock Exchange, and has become the heart of China’s financial sector. Since China’s accession to the WTO in 2002, the country’s financial sector has further opened to multinational players, and many of these companies are also now seeking to locate in Liujiazui.

- Situated right at the core of this key area in China’s financial sector, SWFC is an ideal base for major financial institutions from China and abroad to manage their operations in China. Indeed, with its impressive architectural specifications, SFWC is undoubtedly a fitting hub for the companies at the heart of this most exciting of financial markets:
    - 2.8 meter high ceiling for standard floor and 3.0 meter high ceiling for trading and computer room floor
    - 500kg/㎡ of gravity load for the standard floor with a maximum of 800kg/㎡
    - 16 separate tenant controlled air condition units on each floor
    - fiber-optic cables for communication
    - 35KV 3-circuit systems to ensure stable power supply, and tenant’s nearest power room provides additional power capacity if needed
    - Non-contact IC key-card access system to ensure the security of office area
    - Many leading multinational financial institutions have already decided to base themselves in SWFS. They include:

[Financial Institutions]

- Sumitomo Mitsui Banking Corporation
- Mizuho Corporate Banking Corporation
- Mizuho Securities Co., Ltd
- Mizuho Investment Consulting
- Mitsui Sumitomo Marine Insurance
- Helaba Bank (Germany)
- BNP Paribas (France)
- Commerzbank AG (Germany)
- Metro Bank（Philippines）

- Korea Industrial Bank

[Other Industries]

- Japan Research Institute
- Dai-ichi Mutual Life Insurance
- Mitsui & Co., Ltd
- Sumitomo Corporation
- Otsuka Corporation
- Mitsubishi Engineering-Plastics Corporation
- DLA Piper (British law firm)
- Otis Elevator (USA)
- Haworth（US office furniture manufacturer）
- Guotai Asset Management Company (China)
- INXITE Information Industry Co., Ltd (China)
- Emmar Properties（Dubai）
- Reliance Industries Limited（India）
- Samsung C&T (Korea)

Many other top international firms have also demonstrated an interest, or are in negotiations about taking up space in the SWFC. The occupancy rate currently is 45%, and is expected to hit 90% in one year.

Apart from office hardware, we are constantly enhancing our services. Commercial facilities including Shops and restaurants offer busy professionals a chance to relax and unwind, and more service facilities like banks, postal office and clinics are set to move into the building in the near future.

Design and Technology

1. Design

The 101-storey SWFC, a 492-meter-high tower, boasts the highest occupied floor and the highest roof-top in the world.

The Center was designed by KPF, a world renowned super skyscraper designer based in the USA. Inverted-trapezoid wind tunnels are installed in the rectangular rooftop opening to reduce wind-induced roof pressure.

The wedge—shaped tower perfectly meets the diversified needs of tenants typical of a multi-use complex. Lower elevations, 58 meters in radius, are perfect for international financial organizations, offices at mid-level elevation can be leased to small and medium corporate tenants, and top floors satisfy the needs of hotels.

2. Technology

Vertical traffic is managed through the 91 elevators within the skyscraper. 39 out of the 91 are double deck elevators to further improve the handling capacity, and 24 are double decks with adjustable floor height to ensure accurate leveling.

With a peak speed of 10 meters/second, the double decks are the fastest in the world, and can shoot from B1 to F95 within 1 minute. Apart from passengers, automobiles can also be sent to top floors via specially-designed elevators. These elevators will be supplied by Toshiba and Hitachi, OTIS and ThyssenKrupp .

Power supply will be stable and adequate with a three loop 35KV power transformation system. In additional to the required emergency power generator, another four 1,500kVA tenant-only power generation units as well as one 500kVA unit can be installed.

Security and Seismic Design

1. Structural Design
LEBA, a world-renowned skyscraper structural expert from the United States provided leading-edge structural design services for the SWFC.

The mega structure consists of composite “core wall” and a exterior mega structure of mega column, belt truss and mega brace. The core wall interact with the exterior mega structure through outrigger trusses, making the structure resistant to earthquakes and strong wind.

The frame structures including the exterior mega structure are made up of high strength concrete and malleable steel units provided by Arcelor-Mittal and Bao Steel.

The building is supported by the 2,271 piles drilled deep into the ground and a 4.5-meter-thick mat slab atop the pile foundation. 78 meters in length, the longest pile is as heavy as 17 tons. Connected one after another, these piles, which consume about 20,000 tons of steel, will have a total length of 88.67 kilometers.

Two 150-ton counterweight are installed on F90 to reduce building sway and control vibration caused by high winds so as to create a safe and comfortable environment.

2. Seismic Design
Mori Building is widely respected as the leader in the field of earthquake-resistant designs. The SWFC is designed not only to satisfy the Mandated Seismic Design Criteria in China, but also ensure the continuous use of the building even after an earthquake.

The seismic Design Criteria differ across various regions in China, and in Shanghai buildings are required to survive level 7 seismic intensity earthquakes. A 1/50 scaled mode has been made and tested on shaking table, the result of which demonstrates that SWFC is resistant to level 8-9 seismic intensity earthquakes. (The result has been validated by the Seismic Safety Office of the Ministry of Construction of China.)

When a long period of vibration is detected by the pendulum vibration isolators, the elevators will stop at the nearest floor to evacuate stranded passengers.

3. Security Measures
Every visitor to the centre needs to pass through security checkpoints before

entering office areas between 7F and 77F. Meanwhile, the Center also employs smart card locks on each floor to further improve safety in the facility.

SWFC offers immediate admission to pre-registered visitors. The security system is design to satisfy the sophisticated security criteria of international financial institutions.

The centralized security system employs around-the-clock security guards, access control systems and video surveillance to ensure safety and security.

Carry-on luggage will be screened via metal detectors mounted on the entrance to observatory, so as to protect the safety of visitors and tenants.

4. Fire Prevention and Evacuation

A top level skyscraper subject to the strictest fire prevention standards, the Center has been approved as a fire-proof grade A building. Special fire prevention measures for this 492-meter-high building have been submitted to national regulators for review and approval.

A total of seven floors can be used as evacuation floors in the event of fire emergencies, and a pressurized smoke blocking system will prevent the smoke from entering into the evacuation floors.

A Mixed-use Complex

SWFC houses the world's tallest observatory, Park Hyatt Shanghai, SWFC Forum (a facility for international forums and conferences), as well as retail facilities including shops and restaurants from B2 to F3, to meet the complex needs of tenants and visitors from across the world.

1. SWFC Observatory

The observatory from 94F to 100F are expected to receive around 3 million visitors per annum.

The 474-meter high observatory on F100 has replaced the CN Tower in Toronto as the world's tallest observatory facility. Part of this "Skywalk 100", measuring 55 meters in length, has transparent glass floors to offer dramatic panoramic vistas of the Shanghai skyline.

The "Skywalk 97" on F97 has a glass ceiling which can be opened to allow fresh air to enter the room.

The "Sky Arena 94" on F94, which has a floor area of 750 sq. m. and an 8 meter ceiling height, is a versatile space that can cater to all kinds of events and exhibitions.

2. Park Hyatt Shanghai

Park Hyatt Shanghai, which occupies the 79th to 93rd floors of the SWFC, was designed by Tony Chi, an internationally acclaimed designer from New York. In this unique arena, he has created "The Modern Chinese Residence" catering to the hotel's high end customers.

Amenities:

F85	Infinity Pool, tai-chi courtyard and the studio of wellness
F86	Private dining and meeting rooms
F87	Hotel lobby, Living Room, Dining Room and Bar
F91	Show kitchen restaurant serving Western, Chinese and Japanese cuisines
F92	Western and Chinese bar with live music
F93	Exclusive residential dining and meeting rooms

3. SWFC Forum

The 3000m^2 SWFC Forum from F3 to F5 is divided into meeting rooms of various sizes, with the biggest being 800m^2.

The largest conference room has been designed to host international conferences.

Floor area: 28m*28m
Net ceiling height: 6m
1000 seats in auditorium style, 370 in classroom style
2 simultaneous interpretation booths

All conference rooms can be divided into up to 18 separate areas depending on the configuration options selected. Café and catering services will be arranged if necessary.

SWFC Forum conscientiously follows the Green Meeting concept to incorporate environmental considerations into all stages of its meetings.

4. Retail Facilities

A large scale shopping mall (total space of 10,000 square meters from B2 to F3) comprising approximately 50 outlets will offer visitors a well-balanced mix of restaurants and shops.

75% of the outlets will be restaurants and cafes to meet the requirements of the many busy professionals working in the SWFC. Good food safety records and distinctive flavors will be the most important selection criteria for tenants in this special location.

?Bank outlets will also be invited, as is typical for a building of this kind. (Four banks have decided to establish a presence in SWFC)

Planned retail tenant and their offerings --
Starbucks Coffee (Coffee Shop)
Cold Stone Creamery (Ice cream)
Tokyo Dinning (Japanese Cuisine and Noodles)
Xiaonanguo (Delicatessen)
Mister Donut (Donut)
Yamazaki Boulangerie (Bakery)
Vin de Vin (Wine Shop)
Leonidas Chocolate and Cafe (Chocolates and Cafe)
Subway (Sandwich)
Honeymoon Desserts (Sweets)
Flower Elixir (Florist)
Lawson (Convenience Store)
Y’s table Dining & the Bar (Dining & the Bar)
BNP Paribas (Bank Branch)

5. Parking Facility

Parking facilities from B1 to F3 offer a total capacity of 1100 cars.

Protecting the Environment

1） The Developer’s Vision for Environment

An environmentally conscious developer must also be visionary and conscientious enough to incorporate future architectural trends into its products and emphasize high quality and durability at all stages.

2）Environmental Protection Measures of SWFC

Against this backdrop, the SWFC incorporates the following environmental protection measures:

Greenery

SWFC is located in close proximity to the tree-lined Century Avenue, major urban greenery in the Pudong Area, and the Lujiazui Central Green, so as to improve the urban environment and create aesthetic value for the cityscape.

Endemic species of trees and vegetation will be planted to create greenery within the SWFC complex, making the building green and human friendly.

Control of Hazardous Materials

Hazardous construction materials such as asbestos and formaldehyde will not be used, so as to reduce the adverse impact on the environment and protect the health of construction workers.

Air Conditioning Systems

The SWFC is the first building in China to use VAV (Variable Air Volume) air conditioning. The apparatus, manufactured by Johnson Controls, automatically adjusts air conditioner temperatures via sensor-activated dampers to reduce energy consumption.

Waste Categorization

Trash and waste should be categorized as paper/cardboard, inflammable and reusable, and then disposed of in designated bins, so as to improve management efficiency and environmental consciousness of tenants.

Future Trends of Development in Shanghai and SWFC

Now that SWFC is open for business, the developer faces another major challenge in adding further new functions to this building, helping it to become Asia's premier financial facility and contributing to the sustained economic growth of Shanghai.

Pedestrian are under construction to link the Oriental Pearl TV Tower, the SWFC and other major buildings in Lujiazui Area. This project, when completed, will not only add aesthetic value to the Area, but also create comfort and convenience for locals and visitors to the area.

We suggested that art museums and concert halls could be constructed in the neighboring areas so as to make this dynamic zone become Shanghai's cultural and information center.