



The Ivory corporate team works out of the colonial Birch House.



The Twin Towers on Jalan Sultan Azlan Shah is another Ivory project.

## 'Ang pow' bonus for buyers

IVORY Group began its largest venture in Penang by buying a piece of land on Jalan Datuk Kramat, the site of the proposed Penang Times Square project.

The site was occupied by a smelting company called Eastern Smelting in the early

days and in the 1980s was owned by the British under the Amalgamated Metal Corporation.

In support of the Penang Government's policy of attracting investment back to George Town, Ivory purchased the land

from the British and started planning a new outlook for the city centre with Penang Times Square, an approximately RM700 million dollar project.

The colonial Birch House at the site built in 1908 now houses the Ivory Group corporate

team. Ivory Group has spent about RM4 million refurbishing Birch House to its former glory.

The building of Penang Times Square is a multi-challenging project for Ivory. Ivory Group managing director Datuk Low Eng Hock said, "It's the right

time now. We have been to the Times Square in Shanghai and New York and personally the concept is something different. We are honoured to finally own the land."

Times Square will be built in five phases. Phase One involves

Birch The Plaza, a condo project designed to be a place where you can work and live under one roof because all amenities will be at your doorstep.

The Birch Regency, a condo project under Phase Two, is about sophistication and simplicity and heralds a return to community living in the city centre.

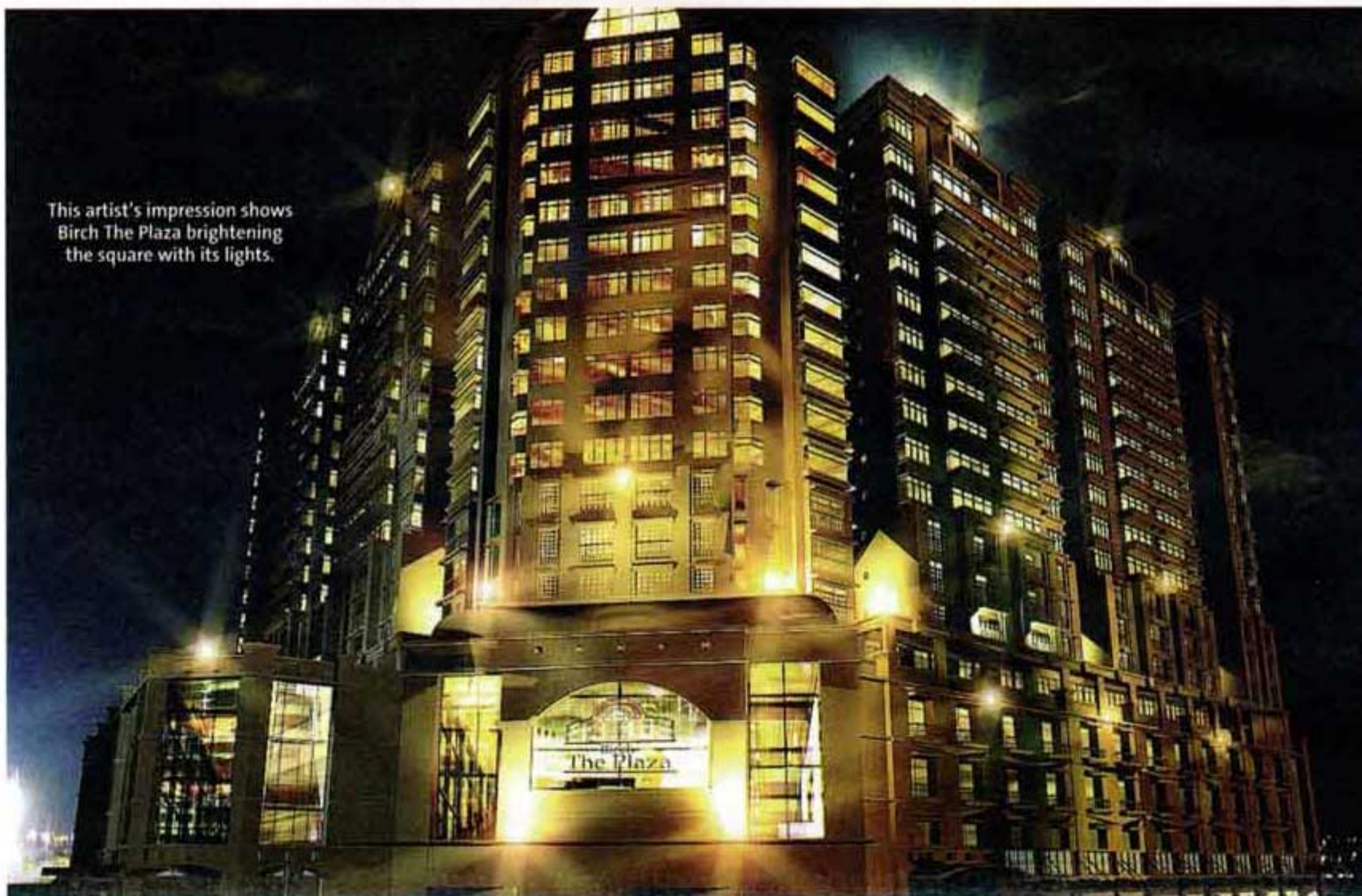
Phase Three involves a hotel and office blocks and other phases concern building the Heritage Centre where you can walk down memory lane with your family or friends and a two-acre open space with landscaped musical fountains creating an oasis for the community to enjoy and even hold their celebrations there.

Ivory Group in the following months has systematically been refurbishing several parts of the 14 acres that was a part of the tin smelting establishment.

Simultaneously Ivory Group has other developments in several other locations like the Twin Towers located at Jalan Sultan Azlan Shah, the University Place at Bukit Gambier and Moonlight Bay at Batu Ferringhi.

Ivory Group is maintaining their belief that this year will be a lucky one for all (2006 equals the lucky number eight) and as such are giving the people who will become the proud owners of the new Penang Times Square homes a redeemable 'ang pow' package bonus of RM 8,888 during the launch of their sales at Gurney Plaza from today till Feb 1.

The targeted completion of this project is in 2010 when dreams finally come true.



This artist's impression shows Birch The Plaza brightening the square with its lights.