

PRESS RELEASE

VinaLiving and Greg Norman's Southern Cross Developments launches 'Norman Estates at Danang Beach Resort'

- **33 luxury villas available for freehold purchase to Vietnamese buyers.**
- **Part of the award-winning USD500 million, 260-hectare Danang Beach Resort.**
- **Only the first Norman-branded villa enclave in Southeast Asia.**

DANANG – VinaLiving, Vietnam's first tailored living and lifestyle brand, is pleased to announce the official launch of Norman Estates at Danang Beach resort, a luxury villa development created in conjunction with Greg Norman's Southern Cross Developments.

Norman Estates at Danang Beach Resort is the latest addition to an exclusive collection of high-end residential communities located on select Greg Norman-designed golf courses around the world. Golf legend Greg Norman is an owner of Southern Cross Developments, and his company is the founder and developer of the award-winning Norman Estates brand.

The Norman Estates enclave of high-end villas lies adjacent to the 15th and 16th fairways of The Dunes golf course, part of the award-winning Danang Beach Resort. The villas offer buyers the highest standard of tailored living environment, with architect-designed homes and premium amenities throughout.

Danang Beach Resort was just awarded the best golf development project in the Asia Pacific at a recent ceremony in Shanghai at the Bloomberg Property Awards. This award qualifies our project to represent Asia Pacific in the "world's best category" to be judged in London at end of 2011.

Norman Estates offer an even more luxurious lifestyle proposition than the Ocean Villas.

VinaCapital managing director of real estate, Mr David Henry, said: "The villas at Norman Estates are truly first-class, and can stand next to the world's finest residential resort offerings, in terms of design, amenities, and the quality of construction. We are thrilled to work with Greg Norman and his team to bring this Norman Estates community to the Vietnamese market. With only 33 villa units available for sale, and many reserved already, we expect to see high demand among buyers who want the very best."

Norman Estates is perfectly located within the natural coastal environment featured at the Danang Beach Resort. The villas feature special touches such as floor-to-ceiling opening glass terrace doors, outdoor lounge and extensive living areas, outdoor pool, generous terraces and balconies with the emphasis on

entertaining and seamless indoor/outdoor living. Residents have access to their own Norman Estates recreation club that comprises library/lounge area together with locker room and changing facilities plus BBQ area and resort swimming pools, the recently completed golf clubhouse, Danang Beach Resort's clubhouse, called Rocksalt, which also accommodates a tennis court, change rooms with spa/sauna facilities, swimming pools and a restaurant facility immediately adjoining the ocean. Danang Beach Resort also has various walking and bike trails throughout the parent site's 260 hectares.

"Norman Estates and the Danang Beach Resort are further supported by Danang's emergence as one of the hottest new destinations on the Asian golf and tourism trail. We firmly believe Danang will establish itself alongside famous tourism destinations like Phuket and Bali in the coming years," David said.

More information:

Southern Cross Developments and Norman Estates:

Southern Cross Developments International is a branded real estate development and investment company that specializes in the use of branding, product design and differentiation and capital structuring to enhance residential real estate. The company was founded by Greg Norman, Jeremy Seabridge and Brett Walsh and is the developer and licensor of the award winning "Norman Estates" and "by Greg Norman" residential brands. Southern Cross' projects are located in highly desirable lifestyle environments such as golf course communities, marinas, ski destinations, seaside resorts and environmental / ecotourism developments as well as high-end urban locales.

Southern Cross is based out of the Florida headquarters of Great White Shark Enterprises, and undertakes projects in established and emerging markets around the world.

More information is available at www.southerncrossdevelopments.com.

VinaLiving:

VinaLiving is Vietnam's first lifestyle and tailored-living brand that caters to the new generation of Vietnamese homeowners. The VinaLiving collection of properties deliver carefully tailored living environments across a range of developments in premium locations. Each VinaLiving project is conceived with the aspirations and lifestyles of homeowners in mind. Offering innovative designs and world-class build quality, VinaLiving helps Vietnamese homeowners live their dream.

VinaLiving homes and communities are backed by **VinaCapital**, one of the leading foreign real estate developers in Vietnam. VinaCapital's team of Vietnamese and expatriate managing directors has experience, vision and the long-term commitment that comes from investing in and developing a vast range of residential, retail, hospitality and mixed-use projects across Vietnam. VinaCapital's real estate developments are further strengthened by its relationship with **VinaProjects**, a specialist real estate services company that offers international-standard project management, construction management and urban planning services.



NORMAN ESTATES
AT DANANG BEACH RESORT

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