

**FOR IMMEDIATE RELEASE**

**CROWN GROUP SET TO LAUNCH VIVA BY CROWN**

***August 8, 2013 - Crown Group has announced Viva by Crown, the final stage of its award-winning \$500 Million residential development Top Ryde City Living will be launched for sale in early-September.***

Crown Group CEO Iwan Sunito made the announcement at a special **Viva by Crown** VIP Preview event at Top Ryde City Living attended by more than 400 guests yesterday, August 7.

Viva by Crown comprises 166 apartments within two buildings including architecturally-designed interiors by Koichi Takada Architects.

After more than 90 per cent of released apartments at Top Ryde City Living sold-out earlier this year - including the entire selection of one bedroom apartments - Crown Group has received hundreds of enquiries for the final release, Viva by Crown.

Crown Group CEO Iwan Sunito said Viva by Crown would set a new benchmark for residential apartment living in the Ryde area.

Residents will have full access to Top Ryde City Living's expansive, well-appointed, common facilities including a music room, library, media theatres, indoor/outdoor function area and pool.

A brand-new Viva by Crown display suite will open on August 10.

"Viva by Crown will be the last chance buyers have to secure an apartment at Top Ryde City Living. There is a huge amount of interest from buyers ahead of the opening of our brand new display suite," Mr Sunito said.

"The first five buildings at Top Ryde City Living have sold exceptionally well and demand continues to increase as Top Ryde rapidly becomes one of Sydney's property hotspots," Mr Sunito said.

"Viva by Crown's exceptional location, close to shops, transport and major employment hubs, is a major drawcard for investors and owner-occupiers alike," Mr Sunito said.

Celebrity Chef Pete Evans added a splash of flavour to the *Viva by Crown* VIP Preview event yesterday with a live cooking demonstration before guests were given an exclusive first look at Viva by Crown's brand-new promotional video.

Viva by Crown apartments will feature high-quality European appliances, five-star resort style facilities and the convenience of a large, new shopping centre below.

Top Ryde City Living was named the best High Density Development in NSW and the ACT at the Urban Development Institute of Australia (UDIA) NSW Awards for Excellence 2013

held last month, awards which acknowledge the best in urban developments across NSW and the ACT.

Crown Group Project Sales Manager Roy Marcellus said enquiries had been flooding in for Viva by Crown and urged people to register their interest before the launch to ensure they didn't miss out.

"It's important for people interested to register early before the launch in early September," Mr Marcellus said.

"From my experience the earlier my clients have registered the happier they have been with their results on launch day. They get a greater selection of apartments to choose from and the best price."

Positioned at one of Sydney's most spectacular vantage points, Top Ryde City Living residents enjoy panoramic views to the Blue Mountains, Chatswood, North Sydney and the Sydney CBD and The Sydney Harbour Bridge visible from many apartments and common viewing platforms.

"We have received a huge amount of enquiries from both our local downsizers and savvy investors. Being on top of one of Australia's newest and largest shopping centres makes Viva by Crown perfect for both downsizers and investors," Mr Marcellus added.

"The view from the shared outdoor viewing area is also a huge drawcard."

Construction of Top Ryde City Living's final two buildings commenced in March this year and five buildings, landscaped gardens and the full suite of common facilities are already complete.

The entire project is expected to be completed in mid-2014.

Viva by Crown – the final release of apartments at Top Ryde City Living - will be launched in early-September 2013.

A brand-new Viva by Crown display suite will open exclusively to people who have registered their interest on **Saturday August 10 and Sunday August 11** and open to the public from August 12.

Viva by Crown offers apartments in the final two buildings which are now under construction and will be completed in mid-2014.

Viva by Crown display suite is located at:

Shop 3019, Top Ryde City Shopping Centre  
Corner of Devlin Street & Blaxland Road, Ryde (Ground Floor next to the Post Office)

Viva by Crown display suite will open Monday to Saturday 9am – 5pm and Sunday 10am – 5pm.

To register your interest visit [www.crowngroup.com.au](http://www.crowngroup.com.au) or phone 1800 882 160.

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**About Crown Group**

Crown International Holdings Group (Crown Group) is a leading Australian property group, active in property development and property investment in Sydney.

The company was co-founded by architect Mr Iwan Sunito and engineer Mr Paul Sathio in 1996.

Iwan Sunito graduated with Bachelor of Architecture (Hons) and Master of Construction of Management from University of NSW. In 1993 Iwan became a Registered Architect in NSW and was awarded the UNSW Eric Daniels award for excellence in residential design.

Paul Sathio graduated with a Bachelor degree in Civil Engineering from University of Technology Sydney (UTS) and a Masters of Engineering Science from University of NSW. Paul has more than two decades' experience in the construction and development industry.

Crown Group was awarded the Master Builders Association Excellence in Housing award 2012 for its innovative, waterfront development Sanctum by Crown and in 2007 was awarded the HIA (Housing Industry Association) CSR Housing Awards 2007 Apartment Project of the Year for the hugely-successful ICON at Homebush.

Today, Crown Group has grown to become one of Australia's leading property development companies and today boasts a \$3 billion portfolio of projects under development and in the pipeline.

Crown Group has successfully completed major developments in Sydney's best locations including Bondi, Bondi Junction, Parramatta, Ashfield, Epping, Homebush, Newington, Pennant Hills and Rhodes.

Crown Group is currently developing four major projects, **Top Ryde City Living**, a seven tower development in Top Ryde, **Viking by Crown**, a 10-storey residential complex in Waterloo, **V by Crown**, a 27-storey residential tower in Parramatta and **Skye by Crown** a 20-storey development in North Sydney launched in June 2013.

Crown group will launch **Viva by Crown**, the final stage of Top Ryde City Living, in September 2013.

[www.crowngroup.com.au](http://www.crowngroup.com.au)

### **About Pete Evans**

Pete Evans is an award-winning Australian chef, restaurateur, cookbook author, television presenter, adventure seeker and father.

Pete has been a fixture on Australian television for over 10 years, hosting several highly rated lifestyle series including Home, Postcards from Home, Fresh and Fish. He has also made several appearances on US television, cooking for NBC's Today show and The Martha Stewart Show. Most recently, Pete has been seen on Channel 7's hugely successful My Kitchen Rules series, which he co-hosts with friend and fellow chef, Manu Fieldel. The pair will be returning for a fourth series in 2013.

Born in Melbourne and raised on Australia's Gold Coast, Pete has a strong passion for fresh food, surfing and fishing. He's one of Australia's leading authorities on healthy cooking and lifestyle and is dedicated to improving people's lives through education about nutritional food and wellness.