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SKYE BY CROWN HERALDS A NEW ERA IN DESIGN IN SYDNEY

June 20, 2013 –Skye by Crown has heralded a new era in design in North Sydney after record-breaking success on launch day.

Hundreds of people arrived for the launch of Skye by Crown, the latest residential development from award-winning Sydney property developer Crown Group, held in North Sydney on Saturday June 15.

A three-bedroom penthouse apartment sold for \$3.380 million was one of more than 100 apartments sold on launch day in Sydney.

Total apartments sold reached more than \$110 million on the day and continue to be strong.

Among other apartments sold on Saturday were a studio apartment sold for \$560,000, a one-bedroom plus study sold for \$870,000 and a two-bedroom plus study sold for \$1,208,000.

Crown Group Director of Sales and Marketing Adam Sparkes said sales prices attained set a record for prices secured by a new development on launch day in the area.

The final number of apartments sold far-exceeded projected sales, Mr Sparkes said.

"Properties snapped up on the launch included a wide variety of varying apartment types, from our studio and one bedroom apartments through to our largest penthouse which sold for a record \$3.380 million," Mr Sparkes said.

"It's an outstanding achievement and a reflection of Crown's reputation for delivering a quality product with a smooth settlement process and exceptional after-sales service," Mr Sparkes said.

"A number of buyers who purchased on Saturday already own an apartment in one of Crown Group's completed developments and have found them to be excellent homes and valuable investments."

"Skye by Crown is off to an amazing start."

The first apartments were sold during the Skye by Crown VIP launch event from 8.30am – an event exclusively for buyers who had pre-registered their interest – before doors opened to the public at 12pm.

Mr Sparkes commented the turnout on Saturday was beyond expectation.



"After the huge number of enquiries before the launch we anticipated a healthy turnout for the opening of the Skye by Crown display suite on Saturday, but we didn't expect quite so many," Mr Sparkes said.

"Demand has exceeded our expectations and sales are looking very healthy."

"It's clear many people are eager to secure their own piece of Skye by Crown," Mr Sparkes said.

Mr Sparkes reassured those who missed out over the weekend a new release would be coming soon.

"For those who missed out over the weekend a new release will be brought forward ahead of schedule within the coming weeks."

Skye by Crown follows more than a dozen successfully completed residential developments for Crown Group in Sydney.

Construction of the modern, architecturally-designed apartment building is scheduled to start in late-2013.

The 20-storey building designed by Japanese-Australian architect Koichi Takada features a luxurious, oversized foyer, gym, conference facilities, and a 25m infinity edge rooftop pool.

Skye by Crown's design captures stunning views over North Sydney and The Sydney CBD, one of many features which set it apart from other new developments in the area.

Unlike any other in Sydney, the Skye by Crown display suite unfolds over two floors and features floor-to-ceiling imagery, 3D models, video tours and a full-size one-bedroom plus study apartment.

Skye by Crown is located at 211-223 Pacific Highway North Sydney.

Visit the brand-new Skye by Crown display suite at 233 Pacific Highway, North Sydney.

The Skye by Crown display suite is open from 10am-4pm, seven days a week.

Available for limited interviews, Thursday June 20 and Friday June 21

Adam Sparkes, Crown Group Director of Sales and Marketing

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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 at University of Technology Sydney (UTS) followed by a Masters of Engineering Science at 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 boasts a \$2.8 billion portfolio of projects under development and in the pipeline.

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

Most recently Crown Group completed a 149-apartment, waterfront development, **Sanctum by Crown** at Rhodes and the first four towers of its seven-tower, 635-apartment development, Top Ryde City Living.

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 2013.

www.crowngroup.com.au