



**Press Release**

**Hong Kong — May 2010**

Following the successful development of Kush as Hong Kong's defining serviced apartment brand, the four year old company now takes the Kush name to new heights in hospitality.

Focus shifts this month to developing Kush as groundbreaking hotel brand, with plans to introduce value conscious luxury onto the Hong Kong scene. In anticipation of this growth spurt, on March 5th 2010 Kush took the strategic decision to sell two of its Hong Kong serviced apartment blocks, at 111 High Street and 222 Hollywood Road. As part of our commitment to our loyal clientele and staff, Kush will continue to operate these two properties until May 18th 2010 after which the new buyer will assume responsibility. Kush expects to announce plans shortly for its third service apartment block at 255 Des Voeux Road West in line with its long term growth.

This successful sale sets the stage for Kush Part Two. In January 2010 we broke ground on the first 200-room Kush hotel located at 33-41 Des Voeux Road West, Hong Kong's next insider's address in the bustling hub of Sheung Wan. Kush brings our hands on experience of delivering world class service and the personal touch of welcoming our guests home to the creation of Hong Kong's first value driven luxury hotel experience.

Partnering with Kush is the exceptionally talented British designer Thomas Heatherwick who has worked on envelope pushing international commissions from North America to Asia where he was selected to design the British Pavilion at the Shanghai World Expo, which opened this May. Its centerpiece "Seed Cathedral" is a six-storey cubed structure pierced by around 60,000 transparent acrylic rods that quiver in the wind. One of UK's most creative minds, Heatherwick now brings his unconventional take on architecture to Kush. The hotel will be Heatherwick's first realised hotel design. Kush anticipates completion and opening in the second quarter of 2012.

Kush's three founders, Dinesh Gidwani, Alexander Bent and Dinesh Nihalchand are looking forward to moving Kush in a new and exciting direction in hospitality.

To learn more please contact [info@kushliving.com](mailto:info@kushliving.com).