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CITY DEVELOPMENTS LIMITED

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City Square Mall: More than just a shopping mall

Offering families a one-stop destination to learn, shop and play

Singapore, 11th November 2010 – City Square Mall, owned and managed by City Developments Limited (CDL) is organising a “**Kids’ Education Fair**” from **19th to 21st November 2010**. Education centres and schools located at the mall’s Learning Hub will introduce themselves and their courses through stage performances, game shows and educational talks for parents.

Recognized by the Businesses for Families Council as a family-friendly mall, City Square Mall has placed priority on offering families a one-stop destination to learn, shop and play. Many of the mall’s regular shoppers visit the mall to run errands and shop as their children are attending classes at the Learning Hub. The mall also organizes regular activities where families can enjoy an eco-learning experience while visiting the mall.

“City Square Mall is more than just a shopping destination; we are also a community hub. To enhance the shopping and dining experience, we introduced a Learning Hub that spans over levels five to nine. The mall offers a wide range of health and wellness tenants and hosts regular activities where the community meets and stays healthy together. The “mall as community hub” helps us connect with our shoppers who choose to visit Singapore’s first eco-mall,” says Mr. Tan Boon Tuck, Centre Director for City Square Mall.

City Square Mall’s Learning Hub takes up about 27,000 sq ft where 10 enrichment and education centres offer parents plenty of choices to enrich and excite their little one’s minds.

Some of the schools at City Square Mall include *CMA Mental Arithmetic* which specialises in two-hand abacus mental arithmetic, *élan* and *soma* which help primary school students develop critical

180 Kitchener Road, City Square Mall #B2-29, Singapore 208539
Tel: +65 6595 6565 | Fax: +65 6509 3761 | www.citysquaremall.com.sg

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thinking skills through liberal arts and advanced mathematics, *Magic Fiddler*, a music centre that offers fun and holistic learning experience for young children, *MindChamps Reading* which help pre-school children nurture the love for reading and *The Study Place* where they help enhance cognitive and social development of children through reinforcing the depth of learning and widening the scope of the child's experiences in school.

Amore Living also offers parents the use of the Kid-Fit Club for children aged 4 years and above. Designated staff will provide value added assistance and supervisory care and keep children entertained with activities such as arts and craft, movies and Wii video games while their parents join an exercise class, enjoy a spa treatment or shop at the mall.

Family-friendly facilities at the mall include spacious nursery rooms with hot water dispensers and automated sliding doors to ensure utmost privacy. Mothers can also find a diaper-changing station in the restrooms as well as a cubicle with a baby seat to safely place their child when tending to themselves. In addition to bigger spaces for family parking lots, the wider corridors provide adequate space for the movement of people, shopping trolleys, prams and wheel chairs.

At City Square Mall, every member of the family is ensured a distinct experience through its various initiatives offering an ideal environment for the community to meet, shop and play. To ensure maximum convenience for parents with young children, there is also complimentary use of kiddy cabs and baby prams available for loan from the mall's customer service centre.

For more information on City Square Mall, the education fair and family friendly facilities please see the Annexes below and visit www.citysquaremall.com.sg

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About City Square Mall

City Square Mall is located at the junction of Serangoon and Kitchener Roads and is directly connected to Farrer Park MRT station. Owned & managed by City Developments Limited, City Square Mall is Singapore's first eco-mall and is one of the largest malls in Singapore with 700,000 sq ft of gross retail space. The mall has some 200 tenants that cater to the lifestyle needs of everyone in the family and offers the perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

City Square Mall is a family-friendly mall recognised by the Businesses for Families Council and is Singapore's first shopping mall to be awarded the prestigious Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore.

For more information on City Square Mall, please visit www.citysquaremall.com.sg

Annex A – CITY SQUARE MALL’S KIDS LEARNING HUB

School	Description	Kids Education Fair Promotion 19 – 21 November 2010
1. CMA Mental Arithmetic	Enrichment centre that specialises in two-hand abacus mental arithmetic through multimedia-based curriculum.	<ul style="list-style-type: none"> • 10% off course fee for new sign-ups
2. élan and soma	Two enrichment centres for primary school students that develop critical thinking skills through liberal arts and advanced mathematics in a fun and interactive classroom environment.	<ul style="list-style-type: none"> • 30% discount off all school holiday camps • 20% off 2011 courses
3. Genius R Us	Enrichment centre that offers creative workshops for kids to learn how to bake and make art and craft through playing, creative learning and self-discovery.	<ul style="list-style-type: none"> • Creative Cookies Baking & Decorating workshop (45mins) S\$12 per child • Chocolate Sponge Cake (500g) decoration workshop (S\$15 per child)
4. iGenius	An enrichment centre that focuses on Right Brain Training Programme to activate the less-utilised right hemisphere of the brain to stimulate whole brain learning. The centre believes that each child has untapped potential and can learn to harness his brainpower to the fullest.	<ul style="list-style-type: none"> • 2 Free Lessons x 15 (quantity) for Right Brain Training Programme • \$35 off trial lesson (usual \$65) for Baby Genius Programme
5. Leap SchoolHouse	A Ministry of Education registered enrichment centre that focuses on developing both visual and verbal literacies in children from 8 months of age. Using illustrated children’s literature, preschoolers’ literacy skills will be acquired, developed, and enhanced before entry into primary schools.	<ul style="list-style-type: none"> • Free 1 set of uniform for the first 30 students • 40% off trial class fee

6. Learning Habitat	A Ministry of Education registered centre that specializes in Primary & Secondary tuition for all subjects, and bridging programmes from preschool to P1. Students are taught by authors of best-selling assessment books and the school also caters to students with learning difficulties.	<ul style="list-style-type: none"> On-going courses: 20% off for second subject sign up, 25% off for third subject sign up, 30% off for the fourth subject sign up Sign up for 2 holiday programmes and get the third one free
7. Magic Fiddler	A music centre that offers fun and holistic learning experience for young children, cultivating their interest in music and expression, bringing out the inner musicians in them.	<ul style="list-style-type: none"> 50% off Trial class (U.P. \$40) Waiver of \$45 registration fee upon sign up after trial class Free coloured student violin upon sign up of 2 semesters of violin class
8. MindChamps PreSchool	All aspects of a preschooler (18 months – 6 years) will be nurtured with the 10 world proprietary academic and enrichment programs – developed by world experts based on scientific research in the 4 domains of Neuroscience, Early Childhood Education, Child Psychology and Theatre.	<ul style="list-style-type: none"> 20% off school fees for 3 months (rebates given on months 4 to 6) \$200 off preschool registration fee (U.P. \$380)
9. MindChamps Reading	Incorporates 4 proprietary strategies to help nurture the love for reading in preschool-aged children and ensure that they master the basics of reading by the time they enter Primary School.	<ul style="list-style-type: none"> 15% off for enrolments in one module \$400 off for enrolments in two modules
10. The Study Place	A premier education centre that provides supplementary education to enhance cognitive and social development of children through reinforcing the depth of learning and widening the scope of the child's experiences in school.	<ul style="list-style-type: none"> 10% discount for all sign ups for all holiday enrichment classes and 2011 classes. Registration fees waived.

**Terms and conditions apply for the above promotions.*

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Annex B – FAMILY-FRIENDLY FEATURES

Amenities for your shopping pleasure	
	ATMs (DBS, UOB, Citibank) / AXS & SAM Machines / iNETS Kiosk Behind travelators @ B2
	Automated External Defibrillators (AED) Next to lift lobby @ L1 & L4
	Baby Pram Rental Customer Service Counter @ L2
	Baby Seat in Toilet Cubicle Main toilets @ B2 to L4
	Boy Urinal Main toilets @ B2 to L4
	Carpark @ B3 & B4
	Cashcard Top-up Stations Carpark exit point @ B3 Travelator lobby @ B4
	Caterpillar Sculpture City Green @ L1
	Child Basin & Tap Main toilets @ B2 to L4
	Diaper Changing Stations Main toilets @ B2 to L4
	Eco-Playground City Green @ L1
	Electric Car Parking Lots Next to lift lobby @ B3 & B4
	Family Car Parking Lots Next to lift lobby @ B3 & B4
	First Aid Room Next to lift lobby @ L1
	Gift Vouchers for Sale Customer Service Counter @ L2
	Hybrid Car Parking Lots Next to travelator lobby @ B3 & B4
	Interactive Eco-kiosk @ B1, L1 & L2
	Kiddy Cab Rental Customer Service Counter @ L2
	Kids' Playground Next to Perfumes Plus @ L2
	Living Maze City Green @ L1
	Lost & Found Customer Service Counter @ L2
	Magnifying Glass Customer Service Counter @ L2
	Main Atrium @ L1
	Mobile Phone Charging Customer Service Counter @ L2
	MRT Connection @ B1 (Near Coffee Bean)
	Nursery Rooms Next to main toilets @ B1, L2 & L4
	Parking Redemption Customer Service Counter @ L2
	Play Fountain Fountain Square @ B1 Showtimes: 12pm - 2pm & 6pm - 10pm (No show during events)
	Raindrops Sculpture City Green @ L1
	Restrooms for Handicapped B2 to L9
	Sewing Kit Customer Service Counter @ L2
	Shuttle Bus Pick-up Opposite Pizza Hut @ L1
	SISTIC Ticketing Agent Customer Service Counter @ L2
	Sky Park @ L6
	Taxi Stand @ B1
	Wheelchair Rental Customer Service Counter @ L2
	Wireless@SG @ B2 to L5

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