

2 March 2010

The Heron, London EC2

City of London's First Major Residential Development for over 30 years

Heron International, the leading pan European investment and property group, today signalled its confidence in the UK property market with the launch of The Heron, its 284-apartment tower in the heart of the City of London. It is the first major residential development in the City of London for over 30 years.

The Heron will be the ultimate pied-a-terre with breathtaking views across London. The slender 36 storey tower will provide much sought after, luxury living space in the Square Mile and the rare opportunity of a walking commute into the City of London which has 350,000 workers by day but only 8,000 residents. In addition to providing highly specified suites, apartments and penthouses, residents will also benefit from a landscaped roof garden providing a stunning urban oasis, a residents' club lounge, gym, screening room, and valet parking; a café/restaurant/deli will be located on the ground floor of this premier development.

City living has never been more appealing – restaurants, bars, galleries and more are all nestled in-between the businesses and national landmarks associated with the area. History, trade, culture and the arts combine to provide City dwellers the choice of everything on their doorstep. From the majestic St Paul's Cathedral to Shoreditch and Spitalfields market the location of The Heron has something to offer everyone.

The Heron is adjacent to The Barbican Centre on Silk Street, home to the finest in international arts and culture, with a diverse programme of exhibitions, performing arts, concerts and cinema. It is within walking distance of the Barbican, Moorgate and Liverpool Street tube stations. This equates to direct access to five of London's 12 tube lines and to two of the City's train stations.

The lower floors of The Heron will provide a new home for the Guildhall School of Music & Drama, one of Europe's leading conservatoires. The custom-designed, state-of-the-art performance, teaching and support space will be an additional facility for this world-renowned School. It will accommodate a 608 seat concert hall, a 227 seat drama theatre, and a 126 seat studio theatre and will be an international cultural destination, enhancing the prestige of the residential tower. The School's impressive list of alumni includes Daniel Craig, Dido, Sarah Lancashire, Tasmin Little, Anne Sofie von Otter, Honor Blackman, Orlando Bloom, Sir James Galway, Jacqueline de Pré, Sir George Martin, Ewan McGregor, and Bryn Terfel, to name but a few.

Commenting, Gerald Ronson, Chief Executive of Heron International, said:

"The Heron will be a collection of inspired apartments which will redefine the standards of luxury living in the City. The City of London is the financial capital of the world and is being transformed into a vibrant area full of culture, retail outlets and the very finest restaurants - The Heron will create much needed suites, one/two/three bedroom apartments and stunning penthouses of a quality currently not available anywhere else in the Square Mile."

The Heron Marketing Suite will open to the public on 18 March 2010; further information is available at www.theheron.co.uk or emails to sales@theheron.co.uk

Media Enquiries & Publication Quality Photographs:

Emma Kane/Lucy Salaman
Redleaf Communications

Tel: 020 7566 6700
email: theheron@redleafpr.com

Joint Sales Agents:

Alan Selby & Partners LLP
5900 www.alanselby.co.uk
King Sturge LLP
7399 www.kingsturge.com

Tel +44 (0) 20 7519

Tel +44 (0) 20 7993

About Heron International

- Since it was founded, Heron International has developed 156 buildings in the key business districts of nine leading cities and has developed, invested in and managed a wide range of prime offices, residential, leisure, hotels and mixed-use projects in the UK and Europe. It has developed more than 1 million sq m of commercial and retail property and more than 15,000 residential units in the UK, continental Europe and the USA. It currently has a £500 million investment portfolio and its current development programme is valued at £1.5 billion.

- Current Heron projects include:

- **Heron Tower**, the 46 storey tower on Bishopsgate which is the tallest building in the City of London (202 metres) providing world class office space, setting the standards for offices of the future
- **Heron Plaza** on Bishopsgate of which Heron Tower forms the centrepiece
- **The Heron**, the 36 storey residential tower in EC2 adjacent to the Barbican Centre
- **The Peak**, a new headquarters office building located in London's Victoria which includes 7,321 sq m of office space and 1,782 sq m of high quality retail; The Peak was awarded 'Best Office Development' at the 2009 Daily Mail UK Commercial Property Awards



www.theheron.co.uk