



**APPLIED DEVELOPMENT HOLDINGS LTD.**  
實力建業(集團)有限公司

**APPLIED DEVELOPMENT (SEHK: 519) ANNOUNCES  
NEW LOGO LAUNCH**

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**HIGHLIGHTING THE GROUP'S DEDICATION TO BECOME THE WORLD CLASS  
LUXURY RESORTS DEVELOPER**

(Hong Kong, 28 September 2006) ----- **Applied Development Holdings Ltd. ("ADHL", "The Group", SEHK: 519)** is pleased to announce that the Group has passed the special resolution of adopting the new company name of "Applied Development Holdings Limited", to replace the previous name of "Applied International Holdings Limited". To signify the Group's dedication to become the global leading luxury resorts developer, along with the change of company name, the Group will launch a brand-new logo.

The Group's new logo was designed to resemble older Chinese money (the shape of the square in the circle) meaning one should be smooth, flexible, kind, and respectful and forgiving yet poses the skills to stick by one's principles, virtue, values and independence. They are essential to accomplish a successful business and successful living. The round shape also symbolizes the dome of the universe while the square center represents the Earth. As a whole it symbolizes the harmony of nature, earth and mankind. The "A" that was designed into the icon that mimics the shape of the square has two meanings - to represent the "A" class projects that will be developed by ADHL and to represents our company. The letter "A" shaped with sharp, precise lines in an architectural style that exudes strength and security.

**Mr. Raymond Hung, Managing Director of ADHL** said, "The new logo represents ADHL in international venues. Its ancient look portrays the long history of ADHL and the presence of honor and loyalty to be felt. We believe the new logo could act as an effective tool to illustrate our public image as a resort developer, and demonstrate the Group's development strategy of repositioning as one of the world's luxurious resort and property developers."

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**About Applied Development Holdings Limited (SEHK: 519)**

Applied Development Holdings Limited is listed on the Hong Kong Stock Exchange and is engaged in resort development business, properties investment and OEM.

**溢星財經傳播有限公司 JOVIAN Financial Communications Ltd.**

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