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MEDIA RELEASE

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For immediate publication

Maag site, Zurich West

Official inauguration of Prime Tower

Zurich, 6 December 2011 – The 126-metre-high and fully occupied Prime Tower celebrates its official inauguration today, marking the interim highpoint of the successful development of Zurich West and Swiss Prime Site. Clouds, comprising restaurant, bistro bar and lounge situated on the top floor, will open its doors to the public starting from 12 December 2011.

One of the country's most fascinating and renowned real estate construction projects has now officially been concluded, with the celebrated inauguration of Switzerland's tallest building. The official grand opening of the 126-metre-high Prime Tower draws to a close the roughly 15-year development phase at the Maag site and symbolises its successful transformation from an industrial zone to a lively urban quarter. Swiss Prime Site has invested CHF 380 million in Prime Tower, the Platform corporate building as well as Cubus and Diagonal annex buildings.

A success story

Construction of Prime Tower according to the blueprints developed by architects Gigon/Guyer kicked off on 18 February 2008. The building's cornerstone was laid on 19 November 2008, and the Tower's topping-out ceremony took place on 7 July 2010. The construction consortium Losinger Marazzi AG/Steiner Ltd needed just 18 months to build up the 36 storeys.

The financial success of the buildings situated at the Maag site is measured, among other factors, by its full occupancy, future annual rental income generated of more than CHF 29 million and cumulated valuation profit in excess of CHF 110 million to date.

Sustainability and quality of location

Prime Tower's far-reaching and forward-looking sustainability is underscored by the LEED (Leadership in Energy and Environmental Design) international seal of approval in the prestigious certification category Gold. In addition, the building complies with the Minergie standard as well as greenproperty seal of approval, which – similar to the LEED label – also takes into account the above-average quality of the location.

Roughly 3,500 workplaces have been created at the Maag site with the four new buildings. By the year 2015, the number of local residents in Zurich West is estimated to grow from the current 3,000 to around 7,000, while the number of workplaces in the quarter should surge from 20,000 to 30,000. Moreover, modernisation and expansion of the Hardbrücke railway station is envisaged, according to a development project by architects Gigon/Guyer. Swiss Prime Site also plans to develop the Maaghof real estate complex on its property located to the west of Prime Tower, consisting of more than 200 residential units.



New perspectives in food and drink

Clouds, comprising fine-dining restaurant, bistro bar, lounge and two patios situated on the 35th floor of Prime Tower, will open its doors to the public on 12 December 2011. Magnasch Joos is the Director of Clouds. The restaurant is operated under the auspices of multi-award-winning star chefs Antonio Colaianni and David Martínez Salvany, who promise to serve up modern, straight-forward Mediterranean cuisine. Furthermore, a conference area with five to seven rooms located on the 34th floor will be available starting from January 2012, with the largest room providing seating capacity for up to 100 persons.

Prime Tower: Key data

Address	Hardstrasse 201, 8005 Zurich
Number of floors	36
Height	126 metres
Total area	approx. 9,800 m ²
Volume	approx. 228,000 m ³
Rental floor space	approx. 40,000 m ²
Rental space per floor	approx. 1,080 to 1,280 m ²
Workplaces	approx. 2,000
Environmental labels	LEED Gold (Leadership in Energy and Environmental Design), Minergie, greenproperty (Credit Suisse AG seal of approval for sustainability-relevant real estate)

Photo material

Up-to-date photo material as well as the media conference presentation can be downloaded on the homepage starting from 12:00 at: <http://primetower.ch/media-support>

Contact persons at Swiss Prime Site AG

- Markus Graf, CEO
Tel. +41 (0)62 213 06 06, markus.graf@swiss-prime-site.ch
- Peter Wullschleger, CFO
Tel. +41 (0)62 213 06 06, peter.wullschleger@swiss-prime-site.ch
- Peter Lehmann, CIO
Tel. +41 (0)62 213 06 06, peter.lehmann@swiss-prime-site.ch

Swiss Prime Site

Swiss Prime Site AG is Switzerland's leading real estate investment company. The company's portfolio is valued at CHF 8.0 billion and comprises first-class, value-retaining retail and commercial properties situated in prime locations. Swiss Prime Site is distinguished by its experienced management team, with streamlined structures and low costs, high earnings and capital potential as well as an excellent risk/return profile. The company has been listed on the SIX Swiss Exchange since 2000 and reports market capitalisation of around CHF 3.8 billion.

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