



**Press Release dated March 6, 2015**

**DoubleDragon's CityMall formally appoints  
Ms. Anne Curtis as its brand ambassador**

DoubleDragon Properties Corp. is sending a clear signal of its commitment to excellence by signing no other than the country's top endorser Ms. Anne Curtis-Smith to represent the roll out of CityMalls around the country.

*"We believe that Anne is an incredibly influential celebrity with aspirational qualities. Her genuine and lovable personality has enabled the everyday Filipino to relate to her. This is exactly why we feel that she is the perfect face behind CityMall and its vision to uplift the standard of community malls across the country. CityMall is your 'Everyday Mall' bringing you quality brands in the convenience of your neighborhood." said Mr. Edgar "Injap" Sia II, DoubleDragon's Chairman and CEO.*

When asked why Ms. Anne Curtis-Smith chose to represent the CityMall brand, she replied, *"Yung CityMall kasi is focused on developing areas in the country. I am very happy to represent a Company that is playing such an important role in enriching the lives of our fellow Filipinos, especially those that are in the provinces. CityMall creates more jobs and improves our overall lifestyle as well."*

The Company will have its first CityMall Grand Opening event in Roxas City, Capiz this coming March 27, 2015 (Friday) with a personal appearance from Ms. Anne Curtis-Smith at 3pm.

Having secured 20 sites to date, the Company is simultaneously constructing several CityMall sites across the country. In line with its target to complete 25 CityMalls this year and a total of 100 operating CityMalls across the country by 2020.

CityMall is poised to become a brand that every Filipino can be proud of.

A handwritten signature in black ink, appearing to be 'Atty. Joselito L. Barrera, Jr.', written over a horizontal line.

By: Atty. Joselito L. Barrera, Jr.  
Chief Information Officer

*(Please see actual photos of the contract signing between CityMall and Ms. Anne Curtis-Smith held earlier today, March 6, 2015, at the DoubleDragon Corporate Offices)*





*(L-R: Edgar 'Injap' Sia II, Chairman and CEO of DoubleDragon Properties Corp., Ms. Anne Curtis-Smith, Brand Ambassador of CityMall, Tony Tan Caktiong, Co-Chairman of DoubleDragon Properties Corp.)*