

## Painting the Town Red (and Blue): Century Events and Sponsorships:

### Christmas Donations Delivered to Charity in Midrand

Roaring in on a Harley Davison and followed by a team of elves, is how the Century Property Development's Santa delighted and enthralled the children of the New Jerusalem Children's home in Midrand this December. Laden with gifts collected by the staff and residents of the myriad of Century's developments, the elves were kept busy handing out presents to the youngsters who's lives have all been affected by the dreaded HIV AIDS pandemic. "Family, love and respect are the very values that we at Century try and promote not only in our company, but our residents and in our community as well," says Dan Brown, sales executive at Century and honorary Santa. "The caregivers at Jerusalem not only epitomise these very values, but are the very cornerstone of hope and social rebirth these young children need." As part of its charity gift drive, Century hosted a family fun day at its recently completed dam at the Waterfall Estate development. More than 600 families from the Waterfall Investors and pre-launch club attended the event and were encouraged to bring a gift for the less fortunate. The gifts were loaded into a truck and Santa roared into the home on his Harley in early December to deliver his loot. The New Jerusalem Children's Home provides residential care for abandoned, abused, traumatised, orphaned or HIV-positive children and vulnerable youth from 0-18years. Based in Midrand the home is not only a safe haven for the 80 children in its care, but also offers these youngsters a future filled with hope and encouragement. Through donor sponsorship the home has grown from strength to strength and today assists with the physical, emotional, social, spiritual and educational needs of the youngsters. "At Century we aim to identify areas in which we can assist and help the communities in which we operate and as Midrand is one of the biggest areas in which we currently concentrate, we identified the New Jerusalem Children's Home as our charity of choice this year," adds Brown. "There is no such pleasure than seeing the delight and appreciation on the faces of these young children when we completed the handover of their presents, there was not a dry eye in the house. We want to encourage all South Africans to look at the true giving spirit of the Christmas season this year and extend this into the homes and hearts of those less fortunate – it takes so little time and effort and the rewards are immense," ends Brown.



### Family Fun Day Held on the Embankments of the Waterfall Lake

Slops versus crocks. Sushi and wasabi versus braai-vleis and pap. Regardless of how our residents choose to embrace the long awaited season of sun - one thing is certain; summer had finally arrived! Packed picnic lunches, rubber dingi's and sun block were the order of the day as over 600 families and guests of Waterfall Investors and Property pre-launch club members descended upon the magnificent banks of the new dam located in Waterfall Country Village on 27 November 2010. Attendees were welcomed by perfect weather and a multitude of complementary activities for the kids ranging from face painting, jumping castles, slip and slides, pony rides, candy floss. Santa also paid a surprise visit, perched on the front of a front loader bearing gifts for all the children. We would like to thank all the families that bought along gifts for our chosen charity. These gifts will be handed over to the New Jerusalem Children's Home, a much deserving orphanage situated in Midrand (see previous article). We encourage all prospect investors and purchasers to visit the site regularly to keep up-to-date on the ever astounding developments of the construction and landscaping progress.



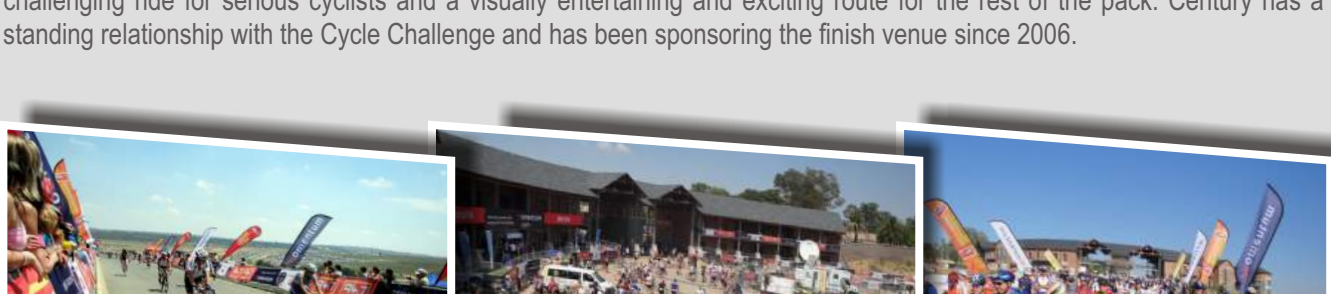
### Opening of Maxwell Drive Bridge

Said to be the largest of its kind in the southern hemisphere, the Maxwell Bridge was recently opened by 702's resident traffic and technology guru Aki Anastasiou and Mark Corbett, CEO of Century Property Developments. The Maxwell Drive Bridge opened in style on 27 October 2010 and the original bulldozer used for the groundbreaking ceremony was an obvious choice to lead the way for this much-anticipated event. The significance of using the gargantuan bulldozer to open the aesthetically pleasing Maxwell Bridge was simple. When breaking ground for the building of the bridge the mammoth machine became bogged down stalling the initial ceremony. Retrieved from its bog and cleaned up for the day, the machine was driven by Aki Anastasiou (702 Talk Radio) and three generations of Corbett's, who honked the horn as they drove it through the ceremonial tape for the first time. The bridge crosses the Jukskei River to provide residents in Sunninghill and Midrand with a new main traffic collector. Conceptualised, project managed, designed and commissioned by Century Property Developments, the bridge has been touted as the largest 'Armo' Arch Bridge in the Southern Hemisphere and was financed as a joint venture between Sanlam Properties and Century Property Developments. The bridge stands 17m high, is 140m long and is 28m wide giving motorists a four-lane carriageway. Its colossal Armo arches are supported by concrete retaining walls.



### 94.7 Cycle Challenge at Waterfall Country Estate

Congratulations to all the 94.7 cycle challenge finishers, especially those who had to contend with over 35 degree temperatures on the final stretch. As one of South Africa's largest sporting events, the momentous 94.7 Cycle Challenge provides not only an enjoyable event for the whole family but an elite bicycle race across the most bustling city in Africa. More than 25,000 cyclists enjoyed this grueling cycling event and Century Property Developments played hosts as Waterfall Country Estate was both the starting and finishing venue. The new improved route for the race highlighted regenerated areas of the Jo'burg CBD. It offered a challenging ride for serious cyclists and a visually entertaining and exciting route for the rest of the pack. Century has a long standing relationship with the Cycle Challenge and has been sponsoring the finish venue since 2006.



### Sasol Homegas breaks ground with the first gas tank on Waterfall Country Estate

South African petrochemical giant Sasol is expanding its market offering by introducing liquid petroleum gas (LPG) reticulation from bulk on-site tanks as an alternative energy option for local housing developers. Century Property Developments are the pioneers of this product by installing the system at Waterfall Country Estate. The overall goal is to help ease the burden on South Africa's power grid, ensuring that buildings have a reliable alternative energy source while mitigating escalating electricity costs. "Many South Africans are thinking twice about how they make use of energy at home and at work," said Sasol Oil new business development manager Pieter Claasen. "Sasol Homegas provides them with a safe and clean energy solution that significantly reduces electricity costs in the home." It was a privilege for Century Property Developments to sign on and install Sasol Homegas in the Waterfall Country Estate, providing reticulated gas to over 2 000 homes. "We are proud to be associated with Sasol in this project," said Century Property Developments CEO Mark Corbett. "Already, we have seen purchasers embrace this value-added feature of the estate." Sasol Homegas provides business, industry and households with heating solutions using reticulated LPG from bulk tanks that range from 6 200 to 22 500 litres, making the project the first of its kind to be undertaken in this scale within South Africa. Sourced from a custom-fitted Sasol tank located on the premises, Sasol's LPG system can be installed to meet up to 70% of household energy requirements – from heating rooms and water to fuelling stoves and braais. It is installed by qualified, experienced professionals to meet all international and local safety standards, as required by ISO, the South African Bureau of Standards and the Liquid Petroleum Gas Safety Association of SA. The system is serviced and maintained by professionals who undertake visual inspections and test functionality regularly, while also conducting leak-detection tests every six months. As required by law, Sasol adds a unique odour to LPG so that the slightest leak is detected immediately. "LPG has been used in the United States and Europe for decades as a safe and convenient source of energy for home usage," said Sasol oil sales and marketing GM Vusi Cwane. "Stringent safety and quality standards are the hallmark of Sasol Homegas. We are proud to offer a safe, clean, integrated energy solution." On 26 October 2010, the first tank was lowered into the ground as media representative awaited eagerly to see how the product will interact with the infrastructure at Waterfall Country Estate. It is just a matter of time before the rest of the upmarket developments in South Africa adopt a 'greener' approach and install this system as well. Sasol will supply the homes at a lower cost than commercially purchased gas – a clear win for the environment and the homeowner.



### The South African Lipizzaners Entertain Century Investors at Waterfall Equestrian Estate

It is Winston Churchill who once said that "There is something about the outside of a horse that is good for the inside of man." At Century Property Developments, we couldn't agree more and therefore were very proud to announce when the South African Lipizzaners had agreed to appear in an exclusive performance at the Waterfall Equestrian Estate. This took place on Wednesday 16th of June, which happened to be a freezing cold public holiday. Luckily, the 1,200 spectators arrived armed with blankets and other warm clothing. Complementary hot chocolate was handed out by the gallon and the one hour show commenced at 12h00. Century was thrilled to see how many families packed picnic baskets and blankets, joining us at this prestigious event. After the show, children could feed carrots to the beautiful white performers and many families spent the rest of the day, wining and dining in the winter sun.



### Spring Classic Mountain Bike Race at Helderfontein Estate

Congratulations to everyone who participated in the Eqstra Spring Classic, hosted at Helderfontein Estate on 5 September 2010. Century Property Developments was overwhelmed by the number of calls and emails with positive feedback and great comments. This was the 15th Edition of the Eqstra Spring Classic and we welcomed 850 riders into what seemed more like summer than spring, with temperatures reaching close to 30 degrees on the day. The challenging 45km route tested the best of the best, with Renier Bellingham taking overall honours from defending champion Jock Green, in a time of 1:49:30, a scorching time for this rather challenging 'Joburg' route. The ladies race was hotly contested by known favourites Sandra Prinsloo, Joke Hoffman and Kirst Burrows, with Prinsloo taking the win rather convincingly in the end in 2:22:31, just over 7 minutes ahead of Hoffman. Even though Joburg is extremely dry and dusty pre-summer-rain, a good few muddy crossings threw some curve balls at the field, causing many to cross the finish line looking as though they'd lost the fight with the technical areas. It was said that Helderfontein Estate hosting a mountain bike event for the first time was a treat to local mountain bikers, taking in some of the most beautiful surrounds left in Joburg, including some jackal and a resident fish eagle. Hosting the Eqstra Spring Classic at Helderfontein Estate allowed the event a spectacular start and finish, having linked up all the privately owned open spaces in the Kyalami and Beaulieu areas. "A good day seemed to be had by all, welcoming in summer, with mostly mechanical problems rather than medical issues on the day" reports Race Director Jenni Green. "Thank you to Century Property Developments for their role in making this event such a success. With sponsors such as these, the sport of mountain biking is able to up its game, and grow from strength to strength, allowing organizers to host quality events for participants".



### Every Dog has its Day - Royal Canin Dog Day at Waterfall Country Estate

Man's best friend was treated to a day in the countryside, all in aid of animal welfare. Waterfall Country Estate played host to over 7,000 eager dogs who took their owners on either a 2.5km or 10km walk. Demonstrations on taking care of your dogs, market stalls and plenty of fun for the whole family was to be had on the demonstration field located at the future Waterfall Country. All dogs went to the animal welfare society and the day was packed with demonstrations from various organisations. A variety of breeds and a broad spectrum of our best friends' capabilities were on show within a safe environment. This aligned itself well with Century's goal to drive charity and to set an example to other big corporates. "We look forward to hosting this event on each of our estates on an ongoing basis. It is a great way to have a fun day in the country and to give back to others, less fortunate than ourselves" said Martin O'Connell, Brand and Marketing Manager for Century Property Developments.



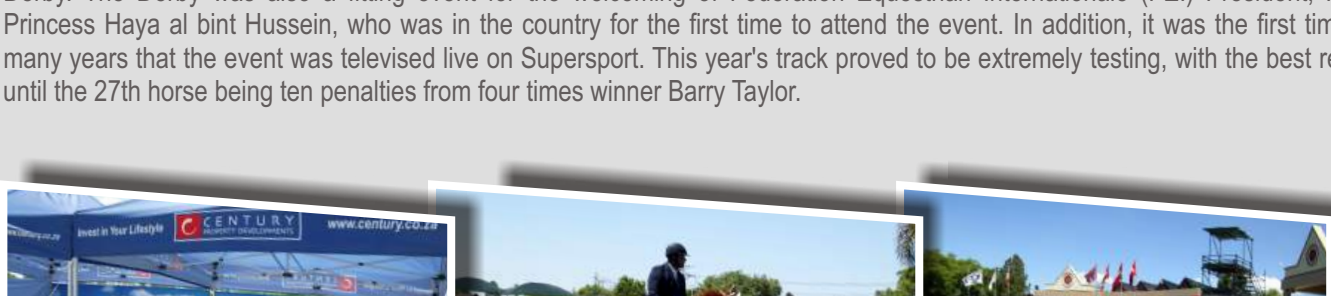
### On Par with Several Golf Day and Bowls Sponsorships:

Understanding the fact that the bulk of residents at Waterfall Hills support their Country Clubs and Bowls associations, Century Property made a concerted effort to sponsor frequent golf days at the larger golfing Country Clubs. These include Country Club Johannesburg, Bryanston Country Club, Parkview Country Club, Royal Johannesburg Country Club, Wanderers Country Club and Kilarney Country Club. In the bowls league, Century sponsored several championships on both a regional and a national level. Each event held impressive 'goodie bags' for each participant and an impressive total in prize monies. Century is committed to support the people that have invested in Waterfall Hills and Waterfall Valley within the organisations and clubs that they belong to. This is just another method to better interact and understand the market and lifestyle that the Century retirement product caters for.



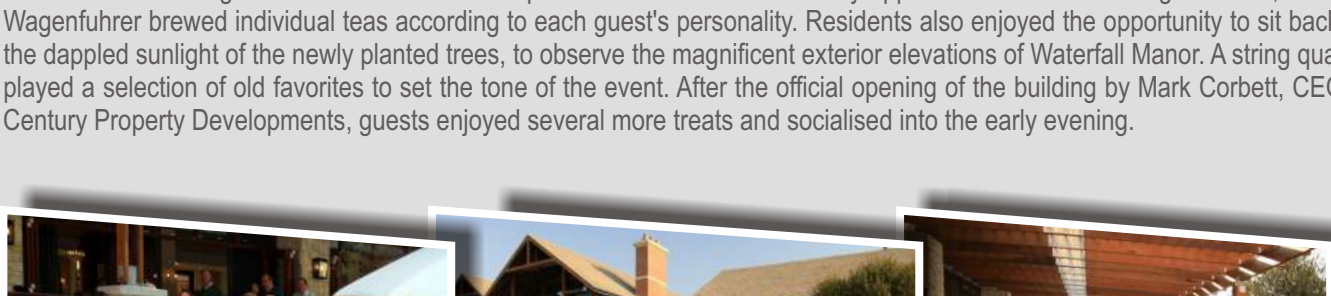
### Century Co-Sponsors the AVIS Derby

Both Century Property Developments and Avis has partnered with the Gauteng Horse Society to sponsor the seventh year for one of the most anticipated events on the equestrian calendar - The Avis South African Derby 2010. In addition to the thrilling Show-jumping Derby, there was Dressage and Driving. This was the perfect opportunity to rub shoulders with Johannesburg's most prominent socialites whilst watching the country's best riders in action. There was loads of fun for the whole family including a kiddies' playground, pony rides and face painting. Making history, it was Ronnie Lawrence's fourth win of the Derby. The Derby was also a fitting event for the welcoming of Federation Equestrian Internationale (FEI) President, HRH Princess Haya al bint Hussein, who was in the country for the first time to attend the event. In addition, it was the first time in many years that the event was televised live on Supersport. This year's track was to be extremely testing, with the best result until the 27th horse being ten penalties from four times winner Barry Taylor.



### Waterfall Manor Opens its Doors to Residents

Waterfall Manor has emerged from a haze of red construction dust. Beautiful Persian carpets now line marble passageways and several large chandeliers, dappled with crystals, hang from the vast ceilings. Thank you to all our residents, their friends and family who joined us for an opulent high tea on the 7th of August 2010. All the rooms were commissioned and the facilities set in place. Decadent treats varied from wine tasting, sushi, decadent deserts, strawberry daiquiris and even included custom made tea. The formal lounge was converted into a tea parlour and this is where newly appointed food and beverage director, Philippe Wagenfuhrer brewed individual teas according to each guest's personality. Residents also enjoyed the opportunity to sit back, in the dappled sunlight of the newly planted trees, to observe the magnificent exterior elevations of Waterfall Manor. A string quartet played a selection of old favorites to set the tone of the event. After the official opening of the building by Mark Corbett, CEO of Century Property Developments, guests enjoyed several more treats and socialised into the early evening.



# EVENTS