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200 of 285 apartments now sold at The Heron, City of London

Heron International, the pan European property group, is pleased to announce that 200 of the 285 apartments at The Heron, its luxury residential development in the City of London, have now been sold off plan since the scheme was launched in March 2010, ahead of completion in 2013.

The remaining 30% of the apartments include the Panoramic Collection, a selection of two and three bedroom apartments located between the 31st and 34th floors of the building which will be the highest, largest and most highly specified apartments released so far in the development, with the best views. Further information on these will be available from October.

All residents will also benefit from a concierge service, valet parking and an exclusive residents' club lounge with a dining area, pool area, gym, screening room, private dining/conference room and a landscaped roof garden.

The Heron is the first major residential development in the City of London for over 30 years and is adjacent to The Barbican Centre on Silk Street, home to the finest in international arts and culture. It is within walking distance of the Barbican, Moorgate and Liverpool Street tube stations, equating to direct access to five of London's 12 tube lines and to two of the City's train stations. From the majestic St Paul's Cathedral to Shoreditch and Spitalfields market, the surrounding area offers something for everyone.

The lower floors of The Heron will provide state-of-the-art new facilities for the Guildhall School of Music & Drama, one of Europe's leading conservatoires. The custom-designed performance, teaching and support space will include 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.

Lisa Ronson, Commercial Director of Heron International, said:

"We have been delighted by the level of interest in The Heron since it was launched: the development's elegance and focus on quality and detail, coupled with its unique location right at the heart of the City, have made it extremely popular with off-plan buyers."

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Notes to Editors:

- The Heron 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.
- 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.
- Further information is available at www.theheron.co.uk

About Heron International

Since it was founded, Heron International has developed 160 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.

