



FOR IMMEDIATE RELEASE

A Tale of Rats to Riches in an Energetic CENTRAL

Fourth annual CENTRAL Rat Race aims to invigorate the city amid the global economic crisis

HONG KONG, 18th June 2009 – It's that time of the year again for Hong Kong people to prepare for one of the city's annual signature charity events, the CENTRAL Rat Race. This year the adrenaline-charged event will take place on Sunday, 11th October in the heart of the Central Business District, and will raise funds for MINDSET, a registered charitable organisation that supports mental health-related organisations and projects in Hong Kong and mainland China.

CENTRAL Rat Race 2009 will unfold in an all-new presentation this year with a relay route that symbolises the economic situation in Hong Kong. The eight new legs will take participants from a foggy future to a bright one, as they tackle various obstacles modelled after the current financial storm, and fight for a bright future. The aim is to invigorate Hong Kong by injecting energy and spirit into the community, making this year's race a fun-filled activity for the entire city by being the first to welcome organisations, students and families as participants.

Mr Y K Pang, Chief Executive, Hongkong Land said, "CENTRAL has always been the place for anyone with dreams and aspirations; and at Hongkong Land we share the same core values as the tenants within our commercial portfolio – a focus on teamwork, a can-do spirit, and a passion for excellence. We believe that by making use of Hong Kong's world-class Central Business District, and our own unique property portfolio, we can create yet another successful event in 2009. In this current economic crisis, we see an even greater need for Rat Race's chosen mission to bring positive energy to the community. CENTRAL Rat Race 2009 is not only for CENTRAL, but for everyone in Hong Kong."

With a higher number of participants from all walks of life expected, this year's Race is set to be a highly public and visible event by involving the community as much as possible. To start, 5,000 energy balls will be distributed at Hongkong Land's buildings in Central including Exchange Square, Jardine House, Alexandra House, Chater House, The Landmark and Prince's Building to help power up the town with positive energy. There will also be a photo exhibition held from 18th to 27th June at The Rotunda, Exchange Square, which will showcase



photo highlights from the past three Rat Races, such as team photos for the “Best Dressed Team”, the “Top Five Speedy Rats” and the “Fat Rat Team” who raised the most funds. Rounding up the excitement is the Race’s gigantic outdoor billboard which will be displayed on the façade of Central Building from 8th August onwards. It will not only rally public support but also draw attention towards this exhilarating event.

Mr Anthony Nightingale, Chairman of MINDSET said, “MINDSET is delighted to be selected as the beneficiary of the CENTRAL Rat Race for the fourth consecutive year. At a time where health and financial concerns are prevalent, the CENTRAL Rat Race 2009 will help promote a sense of unity amongst the community, energise the city and also, encourage public support for the mental health sector in Hong Kong.”

The CENTRAL Rat Race is a fun, fast-paced relay race covering some 2.5km through the heart of Hong Kong’s Central Business District amidst Grade A buildings and interconnecting walkways. Clad in business attire, participants will use briefcases instead of batons during the relay and vie for an array of awards, such as the highly coveted “The Rat Race Cup” or “Top Five Speedy Rats Award”. CENTRAL Rat Race 2009 will require participants to overcome work-related obstacles that are current to society now – participants start off amidst a foggy future, go “bankrupt” and are demoted, but soon find a job in the “Classified Post” and eventually “fly” into a bright future.

This year, CENTRAL Rat Race will be divided into four categories: Rat Race, Big Rat Race, Iron Rat Race and Junior Rat Race. New this year is the Junior Rat Race, which is a competition to see which team – comprising one Adult Rat and one Kid Rat – is the fastest to help each other dress up in creative Rat costumes. Also, the Iron Rat Race will be conducted in a team format this year with two participants in a team, instead of one.

The CENTRAL Rat Race 2009 is supported by Central and Western District Council, Central Development Limited, South China Morning Post, TVB Pearl, Hong Kong Exchange, UBS, Mannings and Starbucks.

For more details, visit www.CENTRALratrace.com.

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About Hongkong Land

Hongkong Land is one of Asia's leading property investment, management and development groups. Founded in Hong Kong in 1889, the Group has business interests across the region. Hongkong Land's business is built on partnership, integrity and excellence.

In Hong Kong, the Group owns and manages some five million sq. ft of prime commercial space that defines the heart of the Central Business District. In Singapore, it is helping to create the city-state's new Central Business District with the expansion of its joint venture portfolio of new developments. Hongkong Land's properties in these and other Asian centres are recognised as market leaders and house the world's foremost financial, business and luxury retail names.

Hongkong Land also develops premium residential properties in a number of cities in the region, not least in Singapore where its 77%-owned listed affiliate, MCL Land, is a significant developer.

Hongkong Land Holdings Limited is incorporated in Bermuda. Its primary listing is in London, and its shares are also listed in Bermuda and Singapore. The Group's assets and investments are managed from Hong Kong by Hongkong Land Limited. Hongkong Land is a member of the Jardine Matheson Group.

About MINDSET

MINDSET's goal is to make a difference in the area of mental health. It aims to change people's attitudes by raising awareness and understanding of mental health issues, as well as providing direct assistance for individuals, families and organisations in need of help. MINDSET is a registered charity in Hong Kong established by the Jardine Matheson Group in 2002 and led by the Jardine Ambassadors, a group of young executive volunteers from Jardines.

MINDSET's current initiatives are focused on the following areas:

- **Education and Prevention** – to raise awareness of mental health issues among young people through the in-school 'Health in Mind' programme, co-organised with the Hospital Authority since 2002. The programme has reached over 32,000 students, teachers and parents, and currently covers fourteen secondary schools;

- **Reintegration** – to support effective reintegration services to mental health hospitals and agencies through patient support activities, together with the promotion of a job training programme for rehabilitated people within Jardine Matheson Group companies;
- **Financial Support** – to fund direct support services for the mentally ill, their carers and their families; examples include donations to four NGOs for expanding and enhancing their services provided under the Community Mental Health Link programme; and support for a post-disaster counselling and training programme for mainland Chinese professionals in the aftermath of the Sichuan earthquake to respond to the psycho-social needs of the survivors;
- **Community Awareness** – to undertake a range of initiatives that enhance community awareness of mental health related issues.

Beneficiaries of volunteer work and financial support provided by MINDSET include a range of NGOs and Government agencies that are active in the mental health sector.

For more information, please contact:

Hongkong Land

Angela Yeung (852) 2842 8222

Weber Shandwick

Jane Hung (852) 2533 9920

Bonica Wong (852) 2533 9911



Photo caption:

The entire race this year symbolises Hong Kong's businessmen striving for a better future as they overcome various obstacles while battling the current financial storm. Officiating the "CENTRAL Rat Race 2009" kick-off ceremony were (from left to right): Mr Kenneth Mackenzie, Staff Club Chairman of UBS; Mr Neil McNamara, Governor and Steering Committee Member of MINDSET; Mr Chan Chit-kwai, Stephen, JP, Vice Chairman of the Central & Western District Council; Mr Anthony Nightingale, SBS, JP, Chairman of MINDSET; Mr Y K Pang, SBS, JP, Chief Executive of Hongkong Land; Mr Chan Tak-chor, BBS, MH, JP, Chairman of the Central & Western District Council; Mr C L Ho, Assistant General Manager of Central Management Limited; Mr Justin Hui, Asset Manager of Central Management Limited; Mr Raymond Chow, Executive Director of Hongkong Land; and Mr Rat.